

Vote on Redistricting of City Set for February 10

JUST BETWEEN US

	High	Low
Saturday, January 1	61	34
Sunday, January 2	62	41
Monday, January 3	56	44
Tuesday, January 4	59	31

The Desert Sun

TWENTY-EIGHTH YEAR

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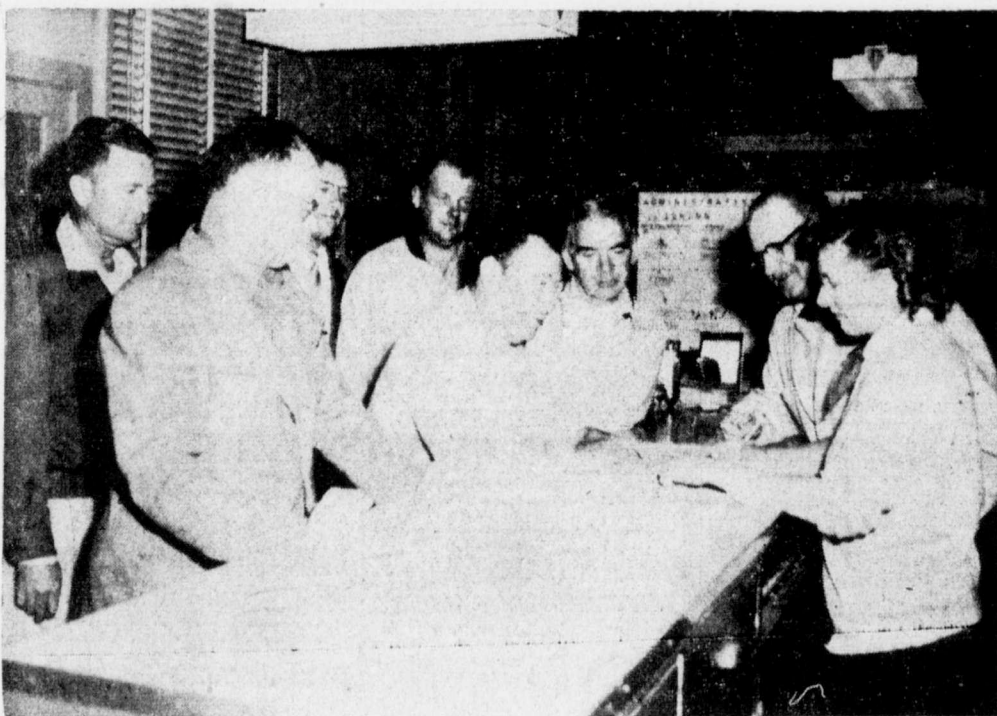
3 Sections — 20 Pages

Palm Springs, California Thursday, January 6, 1955

This Issue Over 6,800 Copies

Single Copy 10c

Tamarisk Park Chosen for New City Hall Site



(Desert Sun Photo)

FIRST BUILDING PERMIT of 1955 was issued to Jack Meiselman, Village builder and developer. He obtained 80 of the 179 home building permits during the year of 1954. Pictured above, left to right, are: Arthur Longstran, superintendent for Meiselman's enterprises; George Gannon, local realtor who promoted the sale of homes for the builder; Mike and Emanuel Ryan, contractors, in front of them is Jack Meiselman obtaining his first permit of the year from Dutch Graham, building inspector and Barbara Bruton.



FIRST ESCROW agreement for 1955 was placed by George Gannon, local realtor at the Coachella Valley Savings and Loan Association. From left to right, Jack Meiselman, builder of the home that was sold, Shirley Shaw, escrow clerk; Bill Smith, president of the loan association and Gannon.

Worker, Trapped in Cave-in, Dies Before Rescue

Tragedy and heroism were combined Tuesday evening before a crowd of approximately 200 onlookers who had mixed feelings of sadness and curiosity.

Tragedy resulted when John Holland, 32, was buried by a cesspool cave-in at 4:30 p.m. and his lifeless, nude body was brought to the surface two hours later. He had thrown an arm over his face as a means of protection, and it remained in this position when his body was brought to the surface. His clothes had been pulled away.

See **WORKER**, Page 2a

Meiselman First with 1955 Building Permit, Home Sale

Jack Meiselman, builder and developer, who obtained 80 building permits for homes erected in Palm Springs during the year just closed, was issued the first building permit of the new year at the building department when those city offices opened for business January 2.

He also started off the new year with the sale of the first of his homes for the new year by placing the purchase agreement in escrow with the Coachella Valley Savings and Loan association the same morning.

THE PERMIT was issued for the erection of a two-bedroom one bathroom house at the corner of Tamarisk and Sunrise Way. The home which went into escrow was sold to Ben Elrod of Hollywood, who explained that he was buying the home here in Palm Springs because:

"In my opinion this community is the best place in which to rear children," he said.

He has a small son. The newly purchased home is located at 2190 Desert Palms drive.

Meiselman, who was issued 80 of the year's total of 179 home building permits in the city, at an estimated cost of more than one million dollars, was optimistic regarding business for 1955.

"I BELIEVE we will equal See **FIRST**, Page 2a

Jaycee BonFire Rally to Start Rainier Booster Club

Palm Springs Junior Chamber of Commerce, which is currently conducting a campaign for members for a Booster Club to root the Seattle Pacific Coast League Rainiers on their way to a pennant, Saturday plan a double feature.

They will conduct their annual pickup of Christmas trees during the day and at 5 p.m. that evening stage a huge bon fire rally for the Boosters club.

THE RALLY will be held on the lot between Palm Canyon drive and Indian avenue just north of Ramon road. The col-

lected Christmas trees will furnish the fuel for the event.

Members of the Palm Springs high school band will be present to tout appropriate music and there will be other music, too.

Ed Meyerson, chairman of the Booster Club program, said that surmounting the Christmas trees will be heads representing other Coast League clubs.

"IN OTHER WORDS," he said, "the bon fire will indicate that the Palm Springs See **JAYCEE**, Page 4a

Poe Takes Over Constable's Job

Howard Poe officially became constable of Palm Springs Judicial district Monday at the city hall when Fred Duffey, whom he succeeded, presented the badge of office and other insignia at a brief ceremony.

Before winning the election last year for the office, Poe was traffic officer for the Palm Springs police department for several years.

He joined the local force in November, 1946, and was promoted to police sergeant in May, 1950.

Constable Poe was sworn into office last week by County Clerk G. A. Pequegnat.

Redistricting Election to be Held Feb. 10

Council Votes 5-2 for Balloting on Realignment Plan

Palm Springs voters will be presented with a councilmanic redistricting plan on Thursday, February 10, city council voted Tuesday evening at its regular meeting.

This will present two special elections to Village residents within a week, as the \$2,125,000 school bond vote has been set for February 15.

The vote in favor of setting the councilmanic redistricting was 5 to 2, with Mayor Florian Boyd and Councilwoman Ruth Hardy casting "no" votes. It was their way of presenting a minor protest, they explained.

Redistricting itself has not been endorsed by any member of council, with action being forced by a court order.

Voters, prior to the election, will be presented with a map of the proposed new districts, together with a written explanation.

Four precincts are established, with voting to be from 7 a.m. to 7 p.m.

Widening

Three More Deeds Accepted by City

Three more grant deeds for 10 feet of right-of-way along Highway 111 to be widened by the state, were accepted by city council Tuesday evening.

This brings to four the number of deeds still outstanding, and which must be secured if the widening is to be accomplished.

Deeds accepted were from Palm Springs Builders Supply Company, Mildred Hughes and Willard McKinney.

HUB CAP LOST

Loss of a hub cap from her car was reported to police Friday by Mrs. Morton Weissman, 925 Sunny Dunes road.



(Desert Sun Photo)
HOWARD POE, left, accepts the Constable's badge from Fred E. Duffey, who relinquishes the office, at ceremonies at the city hall Monday afternoon. Poe defeated Duffey in the primaries last June.



JUDGES in the big 1000 Silver Dollar Contest to assist in shaping the projected \$5,000,000 Cameron Center development put in a stiff four-hour stint this week, doing the initial sorting of the flood of entries. Shown above, hard at work, are, left to right, Judges John Miller, chairman of the City Planning Commission; Bill Cody, well-known desert architect; Oliver Jaynes, publisher of The Desert Sun, and Russell Wade, general manager and exclusive agent of The Center. The other judge, Mayor Florian Boyd, is not shown. The one big winner will be announced in The Desert Sun of Thursday, January 13.

HIGHWAY 111 PROJECT HIGH ON STATE LIST

"We are speeding the construction of Highway 99 improvements and will soon have a super-highway from Los Angeles to the Coachella Valley—then we will go to work on Highway 111 through Palm Springs."

That was the statement of James Guthrie, of San Bernardino, member of the state highway commission, five members of which were in Palm Springs Tuesday to survey the local situation.

COMMISSION MEMBERS and state highway engineers here for the survey were luncheon guests at the Desert Inn with city officials present. Earl Coffman of the Inn was their host.

Guthrie described present construction through Banning where, he said, "one of the worst bottlenecks in the state sometimes backs up traffic seven miles."

He also said the commission was taking definite action toward widening of the narrow Tahquitz Creek bridge and South Palm Canyon drive.

A MEETING will be held in Sacramento January 27 to determine whether the state will need additional funds from the city to install curbs and gutters or whether the rights-of-way will absorb this cost.

Mayor Florian G. Boyd told the commission that the city will act in every way possible to assist and will keep the board informed on the local situation. If necessary, Boyd said, city representatives will meet with the commission in Sacramento to aid.

Three Groups Discuss Village Television Show

Preliminary meeting to discuss plans for a television show to publicize Palm Springs was held Tuesday night at the Fiesta House by representatives of the Palm Springs Real Estate board, Retail Merchants association and Hotel and Apartment association.

Further meetings are planned on the project.

Adrian Rosen of the Retail Merchants, said the outlook for a nation-wide network TV show looks inviting.

The program would be produced by Peter Randall, Los Angeles promoter who proposes an early evening show filmed here.

Daniel McGowan is head of the Hotel and Apartment association and James Hammond of the Real Estate group.

New C of C Officials to be Installed at Dinner Jan. 18

Annual dinner-dance of the Palm Springs Chamber of Commerce will be held at 8:15 p.m., Tuesday, January 18, at the Racquet Club. Manager Xavier Lucius announces.

Highlight of the evening's festivities will be installation of new officers for 1955.

Victim of Fall in 'Good Shape'

Gayle Donovan, daughter of Col. and Mrs. Joseph Donovan of Savannah, Georgia, and granddaughter of Mr. and Mrs. Trav Rogers, Wednesday was reported in "good condition" at Desert Hospital.

The little girl suffered a mild concussion and skull fracture in a fall from a horse last weekend, and for several days was on the critical list.

Large New Area Gets Mail Service

Postmaster S. M. Williams announced Tuesday that curb delivery service has been authorized and will start Monday to the majority of homes between Sunrise Way and Sunset Way south from Alejo road to Andreas road.

Wilbur R. Kratzer has been designated for the route which will be No. 11.

Controversy Expected on Site Selection

Two Councilmen Object to Choice as Too Far Out

By DON KLOTZBUECHER

Palm Springs city government will have a new home next Fall, located in peaceful and quiet Tamarisk Park—but there is little hope that it will be a peaceful and quiet change-over.

City council by a 5 to 2 vote Tuesday evening adopted Tamarisk Park for its official site and directed architects to proceed with preliminary plans, but the two opponents were adamant in their refusal of approval.

Councilman Earle Strebe and Ted McKinney were the dissenters, with Mayor Florian Boyd and Councilmen Jerry Sanborn, Jerry Nathanson, Frank Miller and Ruth Hardy voting approval.

FOLLOWING THE MEETING, Strebe, who threatened a filibuster for three hours and who then did speak for a half hour in citing various authorities in support of his convictions, charged that the vote "was railroaded."

"The entire situation regarding the site should be returned to the planning commission, as was requested by that body some time ago," Strebe said. "Then after a hearing by that group, a recommendation can be brought to the council."

Strebe, earlier Tuesday, had telephoned to me and asked that The Desert Sun carry his opinions regarding the proposed city hall locations, and expressed the hope that city council would not take action at its meeting that night. "The people should be informed as to proposed plans before this is done," he explained.

BUT ACTION CAME too fast to permit this one-man crusade to start. The fight undoubtedly would have been joined later by McKinney.

In his conversation, and also before council, he emphasized that he was not against a city hall, but that he was opposed to its being located in Tamarisk Park. The site was not easily accessible, would take away from needed park area, and would be detrimental to surrounding residential areas, he explained.

He proposed an area near the center of the Village, easily accessible by foot or car, and preferably in a sub-standard area which would enhance property values there, and create development.

All points mentioned were supported by McKinney (except the downtown location), and disputed by the other members of the city's governing agency.

MAYOR BOYD ALSO had a statement following the meeting.

In reply to questioning, he said that construction probably would start during the summer months, and be completed during the fall. He maintained, as he has from the start, that the Tamarisk Park location would be beneficial to the area.

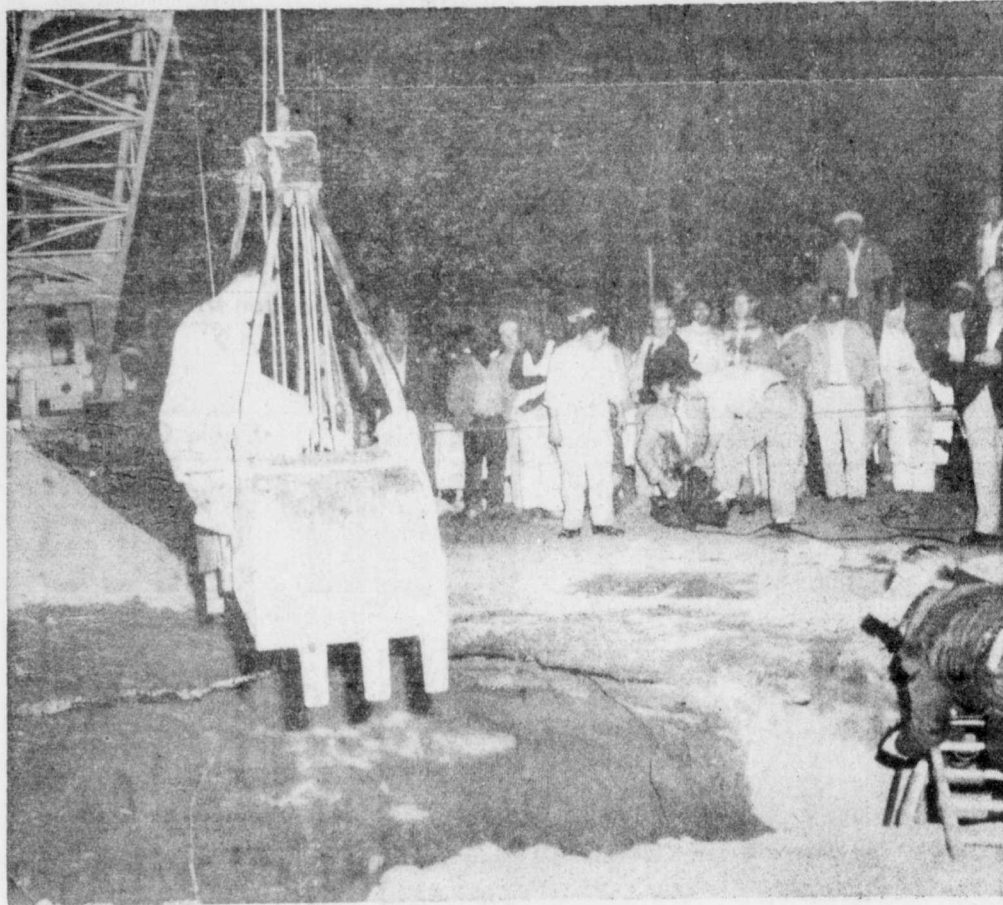
And, anticipating possible See **CITY HALL**, Page 6a

Playhouse Cast Preparing for Opening Next Week

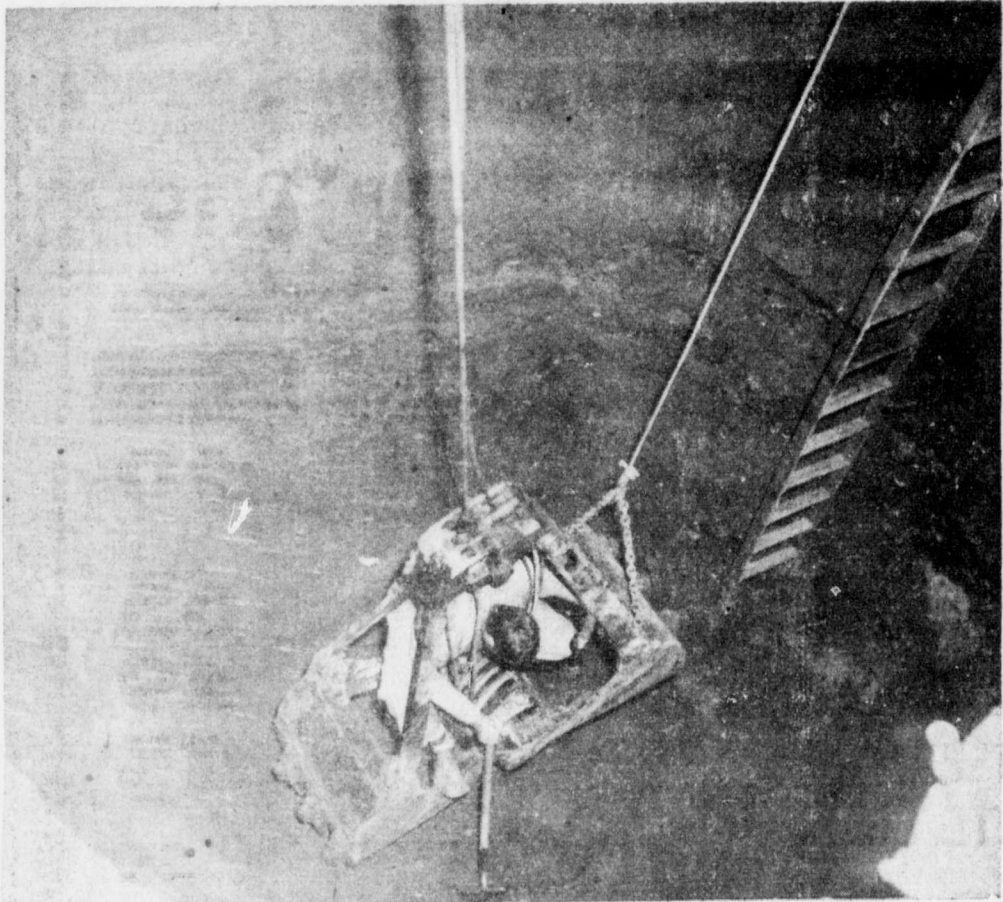
Rehearsals started on Monday as the Palm Springs Playhouse prepares to open next week for its sixth season, with the Sam and Bella Spewack comedy hit "My Three Angels." Kleig lights, music and the full red carpet treatment will mark opening night on Tuesday, January 11, as first nighters gather to welcome back Producer Herb Rogers and his popular Playhouse company.

BACK FOR ANOTHER season are Director Michael Ferrall, Helen Stenborg, leading lady, Mary Fosskett, ingenue, Phyllis Flax and Ed Matousek. Missing from the cast are Barnard Hughes and Tim O'Connor. Hughes is with the road show of "Teahouse of the August Moon" and O'Connor is in radio and television in New York. Replacing Hughes is that very capable actor Steve Coit, and Robert Quarry is the handsome new juvenile.

The play, which opens the 14-week season, takes place on Devil's Island in the French Guianas and presents a trio of angelic rogues. Steve Coit plays the warm-hearted stock swindler in the role created by See **PLAYHOUSE**, Page 6a



READY FOR DESCENT into the depths of the cesspool cave-in which claimed the life of John Holland, is John Keefe, public works director, who made seven trips. Holland's body was brought to the surface two hours after it was buried under 10 feet of sand. In the background can be seen the many persons who surrounded the scene.



(Desert Sun Photo)
JOHN KEEFE, public works director, directed operations for the recovery of the body of John Holland, who was killed by a cesspool cave-in at the Palm Springs Trailer Village, 156 South Indian avenue, late Tuesday afternoon. Keefe made at least seven trips into the 30-foot deep hole, one of which is pictured above, although danger of additional cave-ins existed at all times. Note the ladder at the right, which Holland attempted to climb in a desperate try to escape the falling sand.

The Desert Sun—2^o PALM SPRINGS, CALIFORNIA
Thursday, January 6, 1955

SUNAIR DRIVE-IN THEATRE
ON HIGHWAY 111 NEAR CATHEDRAL CITY—Phone 8-4232
ENDS TONIGHT JANUARY 6

OTTO PREMINGER presents OSCAR HAMMERSTEIN'S
CARMEN JONES
Released by 20th Century-Fox
in the wonder of high Fidelity STEREOGRAPHIC SOUND

— ALSO IN TECHNICOLOR —
BARBARA STANYWICK
"CATTLE QUEEN OF MONTANA"

STARTS FRIDAY JANUARY 7
FIRST RUN IN PALM SPRINGS

HURRY, HURRY, HURRY!
HERE COME THOSE CLOWNS...
IN THEIR CLOWNING GLORY!

DEAN MARTIN JERRY LEWIS
HAL WALLIS' PRODUCTION
"3 RING CIRCUS"
Go along with WALLACE FORD and ELSA LANCHESTER
Directed by JOSEPH KENYON — Story and Screenplay by DON MCQUIRE
A PARAMOUNT PICTURE
COLOR BY TECHNICOLOR

— also —
The Inside Police Story!
'The Human Jungle'
STARRING Gary MERRILL Jan STERLING

UNEDITED

By BILL RASHALL

I do not hate to brag. I might as well admit the fact that I do so inordinately.

So, apropos of that statement, I must declare that I told you so — Palm Springs greeted the new year of 1955 with the largest number of persons within the city's boundaries during its entire history. It was so predicted in this column a week before the new year rolled around. Hotel owners, cafe and night club operators reported that business continued at or near or even more than full capacity, if that is possible, for ten days prior to the advent of the new year. The holiday seekers came earlier and many of them lingered here longer than ever before.

TO ALL YOU mothers and fathers this may be of interest — a discussion I had with Connie King, owner of King's Quarters in The Center where the young man of the family from the age of six can be attired in all the manly fashions of maledom. The discussion was keyed to the possible connection between juvenile delinquency and proper pride in the attire of the young man of the family.

A comparison was drawn between the fashions of the boy twenty years ago and those of today. The highlights of the conversation, all in theory, were as follows:

MOST PARENTS keep their children clothed in blue jeans or rough play clothes today. Twenty years ago there were the overalls, of course, but parents actually bought dressy clothes for the boy in the family. He wore nickers or short pants. It wasn't until he reached the age of 16, 17 or even 18 years of age that he donned long pants for the first time.

Today most boys go to school dressed in blue jeans or rough play clothes. Maybe it is the most economical manner in which to dress junior in view of the cost of clothing today — I do not know. Long ago mama sent her son off to school with shoes shined, a clean starched shirt, tie and hair plastered down with an apple in his hand for the teacher. Do they bring apples to the teacher today, I wonder?

Connie King believes that only a small minority of the young males are sent off to school these days dressed as they were two decades ago.

BOTH OF US toyed with the thought that perhaps an unconscious attitude on the part of the youngsters is created — an attitude they or their parents are unaware of, which may induce a boy by virtue of the clothes he wears to pull all stops in his play, perhaps to become a bit rough and a little bit tough.

Clothes make the man it is said. Perhaps, it makes the boy, too, who becomes the man. Of course this is all theory I must reiterate. But is it possible that a behaviorism pattern is formed. Can there possibly be a connection between some teenaged boys of today and the juvenile problems he creates in communities across the country and here too?

MEN WITHOUT THOUGHT of self preservation but who are aware of the dangers that may confront them are said to be the greatest heroes. Take into consideration the repeated trips of John Keefe and John Couch into that sand trap, more than 30 feet deep to recover the body of John Holland. Clinging perilously to the giant iron-fanged scoop of the shovel, both men, aware that if another slide occurred they would be swept off the shovel with unknown but possible dire consequences. But down they went time and time again probing for the body... always with the hope that per-

gation was conducted by Deputy Coroner Robert Drake, and it is not known if an inquest will be held.

Surviving Holland is his widow, Victoria, and three small children.

haps a miracle may have happened—that the man was alive. This same thought was expressed on the faces of spectators as they watched the rescue efforts, and then time began to run out even for a miracle.

SIDELIGHT on the drama regarding this rescue work was the man on the roof of a small house who used the numerous hand signals to the operator of the crane and shovel who had to keep his heavy equipment at a distance from the gaping hole. He once was trapped for eight hours, I am told, in a mine tunnel. Joe Leonard and his know-how lent considerable expertise in the dreadful task that had to be performed.

Pressing against the police lines was a mother with a three-year-old baby in her arms. Quite by coincidence a few minutes before the body was recovered she burst into song. Her little piping voice stilled all tongues within hearing distance. She sang: "Oh come all ye faithful, joyful and triumphant —" She sang the entire song through without any prompting from the mother.

From Page 1—MORE ABOUT

FIRST

1954 in the construction of homes in Palm Springs and signs actually point toward a higher peak," he said. He added that he has 14 homes under construction now with nine of them already sold.

The home he sold to Elrod marks the 127th home he has constructed and sold coupled with a previous announcement that he plans to give the 200th home to the Catholic church in the St. Theresa parish.

Mrs. Knagge is Taken by Death

Mrs. Helen Knagge, 53, wealthy winter resident, collapsed at her home, 335 Via Las Palmas, while at the dinner table with friends and died shortly en route to Desert Hospital where she was speeded.

It is believed that death was due to a heart attack induced when she was seized with a choking spell.

The body was taken to Weifels and Sons mortuary. Funeral arrangements are pending.

Loses Wallet in Armed Robbery

Armed robbery of a wallet containing \$51 in cash from his person while he was walking to his home at 1021 Via Altamira after returning to the Village from Los Angeles by bus, was reported to police Tuesday by Stoyan Kocheff.

He was stopped by a person in a car, who asked for a match and then drew a revolver. Kocheff told investigating officers. Another person then walked up to the scene and removed his wallet.

Both suspects left in separate cars, he added.

Ask Dismissal of Bribery Charge

Motion to dismiss the grand jury indictment against Edward J. Seeman, San Bernardino vending machine operator, accused of bribery and conspiracy, will be argued tomorrow in Judge John Gabbert's superior court.

Attorney William Shaw for Seeman made the motion Tuesday.

Seeman is accused of a bribe conspiracy involving a Palm Springs liquor license.

The King's Quarters

This is Cord and Flannel Shirts
Time
CORD SLACKS
all the wanted colors
White... Carmel
Gold... Grey
Midnight Blues
sizes 26 - 31
Flannel Shirts
Large selection \$2.95 and up.
sizes 6 - 20

174 North Palm Canyon Drive
(in The Center)

Drive Yourself Service Granted Permit by City

Western Automobile Company (Saunders Drive-It-Yourself Service) now can establish offices in Palm Springs.

Their month-long struggle to secure councilmanic approval was climaxed Tuesday evening by a 4 to 3 vote granting a business license to the firm. Voting for the approval were Councilmen Ted McKinney, Jerry Sanborn, Jerry Nathanson and Mayor Florian Boyd; in opposition were Earle Strebe, Ruth Hardy and Frank Miller.

Two votes were taken prior to the passage, with both being defeated by the same 4 to 3 lineup. They were: first a motion to deny the application, and then a motion to table the approval, both made by Strebe.

Reports Forgery of 3 Checks for \$250

Forgery of the name of Mrs. Albert Ostrom, 487 West Arenas road, to three of her personal checks, was reported to police Saturday.

The checks were made out to J. E. McGrath. Two of the checks were for \$75, and one for \$100.

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JANUARY 6-7-8
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ALL THE SUSPENSE YOUR SYSTEM CAN TAKE!

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GENE TIERNEY GEORGE RAFT

20th Century-Fox presents
Black Widow
CINEMA SCOPE
Color by DE LUXE

ADDED ATTRACTION
"TOURNAMENT OF ROSES"
CinemaScope — Color

Starts Sunday — Jan. 9
Continuous Sunday — 2:45
Monday Shows—6:45 - 8:45

The miracle that happens only once to the very young... at heart!

MICHAEL MYERBERG PRODUCTIONS, INC.

presents
HANSEL and GRETEL

Full Length Feature
Musical Fantasy
in
FAIRYLAND COLOR
by Technicolor

Annual Rush for Auto Tabs Now Under Way in Village

Villagers and neighboring desert residents started paying their fees and obtaining their 1955 registration certificates Monday, January 3, the opening day for filing.

At the Bank of America where registration service is again available this year, 195 presented their potential registration slips and fees in exchange for 1955 license tabs.

On the second day, there

were 280 applications. Last year the Bank of America issued 5,407 tabs to Villagers at an average of 300 per day.

Pete Youngberg is again in charge of the registration window this year.

Final day for paying fees without penalties and obtaining 1955 tabs is February 4. The cost will go up after that day.

City Jammed to Greet 1955. Holiday Without Incident

Palm Springs night spots were packed with revelers over the New Year's Eve holiday, but very few carried their celebration to an extreme.

Capt. Orest Johnson, acting police chief, reported only five arrests for drunkenness over the three-day holiday, and one arrest for driving while intoxicated.

Drivers were careful and no traffic accidents were recorded. Three arrests for drunkenness

were made Friday, and two shortly after midnight on Saturday. Besides city arrests, three county prisoners were booked here.

Arrested for drunk driving at 7 p.m., Sunday, was Anthony John Scott, 242 South Calle Santa Rosa. He was stopped for speeding at the intersection of Indian avenue and Rochelle road, by Officer A. R. Busbey, and the arrest followed.

CONTINUING OUR JANUARY CLEARANCE!

MEN'S FLORSHEIM SHOES	MEN'S JOYCE CASUALS
Values to 22.95	Less than 1/2 Price
1280	
MEN'S TAYLOR-MADE SHOES	LADIES' SHOES
880	Val. to 24.95 5.80
CHILDREN'S SHOES	
Values to 7.95 3.99	

GRONE'S FLORSHEIM SHOES
184 N. Palm Canyon Drive

Now Village PALM SPRINGS PHONE 4384
Blasting the screen with THRILLS!
Gene KELLY
in M-G-M's
"CREST of the WAVE" with John JUSTIN, Jeff RICHARDS, Bernard LEE
Also — 8:45 P.M. ONLY —
George Montgomery—Dorothy Malone
"LONE GUN"—in color

STARTS SUNDAY JANUARY 9
The Hilarious Sequel to the "THE QUIET MAN"
"TROULE in the GLEN"
— IN GORGEOUS COLOR — Starring —
ORSON WELLES VICTOR McLAUGHLIN
FOREST TUCKER MARGARET LOCKWOOD
also — MICKEY ROONEY

"THE ATOMIC KID"
PLAZA THEATRE
PHONE 4384

ENDS THURSDAY SHOWS—7 and 9:30 P.M.
M-G-M'S FINEST MUSICAL in COLOR
"DEEP IN MY HEART"

STARTS FRIDAY JANUARY 10
Show Time — 7:00 and 9:20 P.M.

DORIS DAY AND FRANK SINATRA
together! and oh so
"Young at Heart"
WARNER BROS. present it in WARNERCOLOR
PRINTED IN TECHNICOLOR

GIG YOUNG · ETHEL BARRYMORE · DOROTHY MALONE
PRINTED IN TECHNICOLOR JULIUS J. LEPTER and LENORE COFFEY · PRODUCED BY HENRY BLANKHE
DIRECTED BY GORDON DOUGLAS
WARNER BROS.



BETTER AND BETTER are the shows that are presented in the Starlite Room of the Chi Chi. Currently there in the starring spotlight is Billy Falbo, comedian who not only sings a good song, but imitates some of the greats of the present and past. He even blows a cornet a la Satchmo style in satire. Another sensation with a terrific impact of talent is Vivian Lloyd, a gorgeous singer who puts her songs across with plenty of elan and technique. Sue Scott, acrobatic dancer, is without doubt the best that has been in Palm Springs this season.

Need for Additional School Rooms Apparent in Village

By DR. BENJAMIN GOLDBERG
It was my privilege Tuesday to visit a school well planned, properly equipped, and radiating a general feeling of good will and satisfaction from the teaching staff as well as the pupils being taught.

I speak of the Katherine Finchy school, seven years old, located on Tachevah drive. I was pleasantly greeted and guided through the school by Warren Linville, the principal, and I might say here that all of the principals in the various schools are very courteous and seem to have their tasks well in hand.

AT THIS SCHOOL there was a nice reception room, principal's office, sick room and nurse's office, teachers' rest room, and an adequate supply and work room for the teachers to prepare the materials needed for their classes. Two extended wings accommodated 12 classrooms and one kindergarten. There was also a cafeteria which served the present needs.

The capacity of this school is 390. The enrollment and attendance on this day of visitation was 400, with an expected peak of 430 children enrolled by February. The school is definitely overcrowded, and should have relief from this condition through the building of a new elementary school which is projected in the bond issue for Section 19. We will discuss this new school in a separate article. When it is completed, as of registration of this date, 132 of the pupils now at Katherine Finchy should be transferred to the new school. This will enable the Katherine Finchy school a period of three to five years of estimated growth to again be filled to its capacity, and when further classrooms can be added with-

out much difficulty because of the available acreage already provided.

THE PLAYGROUNDS at this school are very adequate; soft sand being used for the kindergarten and the ordinary apparatus which has been provided, and with a blacktop which has been well laid down even and smooth, for basketball, volleyball and badminton. In addition to crowded conditions of Katherine Finchy classrooms, provision should be made there for increased size of restrooms and lavatories.

The government statistical services have just reported the greatest birthrate of any year in our country. Over four million new babies, future citizens of this great country, are here with us. In four or five years they will be clamoring at the doors of our school houses for admission to rooms where they may be taught.

It takes on an average of two to three years to process in the minds of a board of education, to place on the drawing boards plans for, and to build and equip our modern school buildings. Realizing the future tremendous need now in sight, we must make certain that our children can have the benefits that this age has developed.

Desert Zoning Plan Approved

Supervisors Tuesday approved a comprehensive, permanent zoning plan for 100 square miles of desert area from Cathedral City to Palm Desert covering the territory in between.

The planning commission had worked four years on the plan. Cathedral City already had a zoning plan in effect and the new law covers land not in that plan.

County's Population Listed as 229,100
According to the California Taxpayers association, the population of Riverside county at the start of 1955 was 229,100. When the 1950 census was taken, the county's total was listed as 170,945.

Sheriff Speaker at Lions Session

Joe Rice, sheriff of Riverside county, will be the speaker this noon at the weekly luncheon of Palm Springs Lions club in Starlite room of the Chi Chi. Police Sgt. William Lux will be program chairman for the day and President James Cooper will preside. Sheriff Rice and F. L. Bar-

APPROVE IMPROVEMENTS
City council Tuesday evening approved the assessment diagram for street improvements on Calle Palo Fierro and Camino Paezuela, following a public hearing at which no one appeared in opposition.

The Desert Sun—3¢
PALM SPRINGS, CALIFORNIA
Thursday, January 6, 1955

County Chamber Meeting Jan. 18

Riverside County Associated Chambers of Commerce will hold its annual meeting and election of officers at noon, Tuesday, January 18, at Reimer's Cafe, between Hemet and San Jacinto on Highway 74, according to Earl Hough, who is Area Liaison committee

Chino Canyon Goal of Next Field Trip

This week's Field Trip of the Desert Museum will be to Chino Canyon, Dr. C. E. Smith, director, said. It will start from the Museum at 10 a.m. and Dr. Smith advised participants to bring lunch and warm clothing. chairman for the Palm Springs Chamber of Commerce. A report on its proposed program for the year will be presented by the Riverside county Board of Trade.

Stoner Granted Food Concession

Council Tuesday evening granted the food concession for the Polo Grounds to Dale Stoner for a three-year period, accepting his bid of 15 percent of all proceeds with a \$50 monthly guarantee. The time limit was changed from five to three years, effective this year.

READ SUN
CLASSIFIED ADS

Growth of County Shown by Requests

Each January business concerns in all parts of the United States receive requests from Dun and Bradstreet for their annual financial statements. Growth of Riverside county and Palm Springs is revealed in statistics by the firm which reported that the 3,146 concerns listed in the county is the largest to date. In Palm Springs, 315 firms received requests for statements.



Save More Money in 1955 by Shopping Regularly at SAFEWAY...

Everybody knows systematic saving is the quickest way to have more money. A few cents today, a few cents tomorrow... soon you have saved dollars. This is the way Safeway shopping works! At Safeway, shelf prices are low at all times on all items. Thus, you save money on every shopping trip. As your savings grow, you'll find your food bill has resulted in good eating... for less money. Resolve now to save more money in 1955 by shopping regularly... at Safeway.



TORPEDO TUNA GRATED STYLE Light Meat 6-oz. can 19¢	KELLOGG'S CORN FLAKES 2 8-oz. 29¢ 12-oz. 19¢ pkgs. pkg.	GERBER'S BABY FOODS Strained Varieties. cans 9¢
MJB WHITE RICE 14-oz. 17¢ 28-oz. 33¢ pkg. pkg.	SWIFT'S BABY MEATS Strained or Junior. can 21¢	
CREAM O' WHEAT Choice of Regular or Quick. 28-oz. 34¢ pkg.	BIB ORANGE JUICE Babies love it! 4-oz. 9¢ cans	
SODA CRACKERS NBC Crispy Snowflakes. 1-lb. 24¢ pkg.	DAIRYLAND MILK Evaporated, Low Price! tall can 12¢	
GRAHAM CRACKERS PIRATE'S GOLD with golden honey. 1-lb. 29¢ pkg.	APPLE SAUCE HIGHWAY Brand. 2 16-oz. 25¢ cans	
SPAGHETTI Chef Boy-ar-Dee Brand. With Cheese and Tomato Sauce. 2 15 1/2-oz. 25¢ cans	GOLD MEDAL SPAGHETTI Long 1-lb. 19¢ 2-lb. 37¢ Type. pkg. pkg.	

NAVEL ORANGES
Large size fruit. Sweet, seedless with easy-to-peel skins. lb. **7¢**

YELLOW ONIONS 3 lbs. **13¢**

PIPPIN APPLES 4 lbs. **27¢**

SLICED CHEESE
Dutch Mill American, 8-oz. **27¢**
pkg. Swiss, Pimento.

Homogenized Milk quart carton **20 1/2¢**
Lucerne, Grade A. (1/2-gal., 41¢.)
Lucerne prices in local milk area.

Bel-air FROZEN FOODS
Premium Quality.

Brussels Sprouts 8-oz. **21¢**
pkg. Raspberries 10-oz. **27¢**
pkg.

CANTERBURY BLACK TEA
Orange and Orange Pekoe. 1/4-lb. **35¢**
pkg.

WOODBURY SOAP
SPECIAL DEAL. 4 bath size **39¢**

LIQUID DETERGENT
WHITE KING 12-oz. **39¢**
can Cleaning Wonder.

DUST PANS
Rubber-lip. Red or Green. ea. **19¢**

Curtis BAKERY SPECIALS

ORANGE CHIFFON CAKE
Baked home ingredient way—deliciously fresh. Regularly 49¢. SPECIAL **39¢**

Curtis Fudge Cups pkg. of 3 **15¢**

Curtis Orange Cups pkg. of 3 **15¢**

Skylark Bread Values
Crushed Wheat Bread std. loaf **23¢**

100% WHOLE WHEAT Bread std. loaf **23¢**

Household Values
Silver Polish QUIK-DIP 8-oz. bottle **79¢**

Liquid Bleach PUREX 1/2-gal. 30-oz. **51¢**

Liquid Bleach White Magic 1/2-gal. 27-oz. **46¢**

BLOSSOM TIME COTTAGE CHEESE
"Best you can buy."
Make your next luncheon cool, refreshing, satisfying with delicious Blossom Time heaped on your favorite fruit.

Fruit Salad, Cream, Farmer or Chive. pint carton **19¢**
(Farmer, Cream, 1/2 pint ctn., 11¢.)

SKIPPY Brand 15-oz. **19¢**
cans

SKIPPY Brand 3 15-oz. **19¢**
cans

SKIPPY Brand 2 pkgs. of 200 **25¢**

SAFEWAY MEAT VALUES

PORK ROASTS Whole or full half, lb., 49¢.

PORK CHOPS Eastern Grain Fed Loin lb. 59¢ Center lb. 39¢

SLICED BACON Morrell Yorkshire, Kingan Circle "K." lb. 49¢

SPARERIBS Lean, meaty. From Eastern grain-fed pork. Small size—3 lbs. or less. lb. 45¢

CORNEBEEF U.S. Choice Beef. Excellent served hot or cold.

GROUND BEEF Freshly made from selected beef. Packed in Visking. lb. 39¢

LOBSTERS Fresh Frozen BEEF LIVER ea. 99¢
Sliced or in piece. lb. 45¢

Fine Sea Foods
Whole Whiting Captain's 1 1/2-lb. **39¢**
Choice pkg.
Fillet Ocean Perch Captain's 1-lb. **39¢**
Choice pkg.

LET'S HAVE STRAWBERRY SHORTCAKE TONITE!

FLEET MIX 40-oz. **39¢**
pkg. Biscuit Mix

Bel-air Frozen STRAWBERRIES 10-oz. **25¢**
pkg.

FIG BARS or GINGER SNAPS Melrose brand. 2 -lb. **49¢**
Freshly baked. pkg.

Monday's Dinner from Sunday's Roast
6 EXCITING RECIPES WITH BEEF, PORK, or LAMB in your January Family Circle MAGAZINE NOW ON SALE 5¢

WHOLE APRICOTS Valley Gold brand. 30-oz. **27¢**
Whole, Unpeeled. can

VEGETABLE COCKTAIL V-8 12-oz. **11¢** 46-oz. **35¢**
Brand can can

FANCY SWEET PEAS Sugar 8 1/2-oz. **9¢** 17-oz. **15¢**
Belle can can

LIBBY SAUERKRAUT 2 16-oz. **25¢** 27-oz. **19¢**
cans can

NU MADE MAYONNAISE In Purity Seal Jar. pt. **40¢**

BEST FOODS MAYONNAISE pint **40¢**

EDWARDS INSTANT COFFEE 100% Pure 2-oz. **59¢**
jar

PANCAKE AND WAFFLE MIX Suzanna 20-oz. **19¢** 40-oz. **35¢**
Quality pkg. pkg.

BUCKWHEAT MIX SUZANNA 20-oz. **19¢** 40-oz. **35¢**
Quality pkg. pkg.

SYRUP DRIPS TEA GARDEN 12-oz. **20¢** 24-oz. **33¢**
Quality bot. bot.

PRICES EFFECTIVE THURS., FRI., SAT., JANUARY 6, 7, 8, 1955, AT SAFEWAY STORES IN THIS AREA.
Right to limit reserved. No sales to dealers. Sales tax collected on taxable items.

SAFEWAY
350 So. Palm Canyon Drive...

Indians to Start RCL Hoop Race Here Tomorrow

Palm Springs Indians cage schedule has been completely reversed as to home-and-home play, with San Jacinto now scheduled to play here Friday night, Coach Ralph Watt announced this week.

It includes the same number of home games, for both Varsity and Bee teams. Time of games remains at 7 and 8 p.m. for Friday nights, and at 6 and 7 p.m. for Tuesday nights.

THE TEAM has showed much improvement during the practice tilts, and Watt now has his Varsity starters selected for the opener here.

John Laster and Lloyd Brubaker will be at the forward positions, 6-foot 3-inch Charles Jordan at center, and Alvin Harrison and James Judd at the guard slots.

Laster, Harrison, Judd and Brubaker were letter winners last year, and Jordan was an outstanding Bee team player. The first three are seniors, and the other two juniors.

RESERVES who are scheduled to see action are: Sophomores Sam Jones and O. B. Crawford, and Juniors Joe McMillan and Victor Reyes.

The complete new schedule follows:

Jan. 7 San Jacinto here.
Jan. 11 Banning here.
Jan. 14 Elsinore there.
Jan. 18 Beaumont there.
Jan. 21 Hemet here.
Jan. 25 Coachella here.
Feb. 1 Coachella there.
Feb. 4 San Jacinto there.
Feb. 8 Banning there.
Feb. 11 Elsinore here.
Feb. 15 Beaumont there.
Feb. 18 Hemet here.
Feb. 25 Perth here.

Meyerson, Ciano of Tennis Club Win in Tourney

Palm Springs Tennis Club duo of Ed Meyerson, professional, and Joe Ciano, amateur, won the third annual desert pro-amateur tournament held at Shadow Mountain Club last weekend. They scored 18 points.

Second place went to the Racquet Club, Dave Gillam, pro, and Van Zerbe, amateur, 13 points; Shadow Mountain Club's Team B, Magda Rurac, pro, and Joe Malone, amateur, nine points; Shadow Mountain Club's A Team, Vini Rurac, pro, and Jim Blocker, amateur, eight points, and Desert Hot Springs, Harry Plymire, pro, and John Krysiak, amateur, seven points.

The 1956 tournament will be held at the Tennis Club.

Jockey York to Receive Honors

Besides the \$15,000 La Centinela Stakes \$25,000 Santa Catalina Handicap and \$20,000 Las Flores Handicap as the double attraction on Saturday, Jan. 8, there will be a special ceremony today during Santa Anita's second week of Thoroughbred racing.

Los Angeles Turf Club, Inc., will make a public presentation of an inscribed silver plate to Jockey Ray York in the winner's circle for his alert action last November in going to the rescue of his fellow rider, Johnny Longden, after a fall.

Saturday's stakes will see top fillies and mares in action in the Las Flores and the Santa Catalina will bring to the post California's foremost challengers for the \$100,000-guaranteed Santa Anita Handicap on February 26.

Grass races on the spectacular hillside-infield Camino Real Turf Course are scheduled for today and Saturday.

The Desert Sun—4¢
PALM SPRINGS, CALIFORNIA
Thursday, January 6, 1955

It is a mark of intelligence, no matter what you are doing, to have a good time doing it. —Bess White Cochran.

Marriages may be made in heaven, but man is responsible for the maintenance work. —Changing Times.

Weekly tennis clinic sponsored by the City Recreation department will be held Tuesday evening, from 7:30 to 8:30 p.m., at the Tamarisk Park courts.

Ed Meyerson, Tennis Club professional, will be in charge of instruction.

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(Gayle Studio Photo)
BOB HOWARD of Howard Manor is presented with an honorary membership in Palm Springs Sports Car Club by Jan Karlyle at a meeting of the organization at his hotel.

Sports Car Club Honors Howard

Palm Springs Sports Car club held its new meeting of the new year at Howard Manor Jan. Karlyle, treasurer, presented Bob Howard, owner of the hotel, with an honorary membership card.

New appointments were made to the board of governors with Dick Rose appointed to the board and Dr. Kenneth Hayes, senior member. These appointments filled out the quota of five.

Plans were also made for the Fox and Hound Rally to be held next Sunday.

Turf Club Case Set for Jan. 29

Judge John Gabbert set Jan. 29 as the time for hearing oral arguments in the suit filed by the Palm Springs Turf Club against the State Racing Board, which asks the state agency to show cause why a permit should not be granted to the local proposed throughbred track.

Judge Gabbert in setting the date ruled against the Turf Club's demurrer which asked that the Racing Board be required to bear the cost of furnishing the court with a transcript of the hearing held here last Spring.

Representing the Turf Club is Webster Clark of Rogers and Clark, San Francisco attorneys, and representing the Horse Racing Board is Howard Goldstein of the Attorney General's office.

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Sports in the Sun

DIVOTS

from PALM SPRINGS

By AVERY ALLEN

JUST HOW DO YOU GET cranked up to start a new year . . . are you supposed to be all empty of firewater and full of sweetness and light . . . full of resolutions and do goodness . . . going to help old ladies across streets (which reminds me of the story of the eager Boy Scout who helped an old lady across the street only to find she hadn't wanted to cross at all . . . was waiting for a bus).

I know I'm not alone in my bewilderment . . . no one seems quite sure just what it is he's going to do or be in '55 . . . and just a little sheepish to say what his resolutions are . . . odds are 9 to 5 (direct pipe from Minneapolis) that he won't remember them by April anyway. Why not just let the ball bounce where it will . . . keep punching . . . see who you hit later.

THERE COULDN'T have been more than sixty or seventy people left on Hollytown last week . . . our town really busted its buttons . . . everyone and everything came unglued . . . people standing in line to stand in line to stand in line . . . no way to figure it out . . . people came late to avoid the rush that came early to avoid the rush that came late. Typical resort scenes . . . everyone trying to pull strings to get an in . . . everyone even tempered too . . . all mad clear through. We rate know though that as Bill Shakespeare said, "This, too shall pass" . . . and somehow the show goes on . . . and we wind up making history . . . loving every memory of it.

THE GOLFING GROUNDS around town were really spilling over . . . never saw so many pigeons on the ground . . . guys who hadn't played in a few years . . . dolls playing for the first time. In spite of the swell facilities of our four courses people were turned away every day . . . I guess, like automobiles, golf is really here to stay. By the by, where now stands the Muni course I for one would like to hear some kind of progress report.

CUTE STORY just came thru the pipe. Motorist in Smogtown one very foggy night being cute, follows the red lights of the car ahead to make it easier . . . finally crashes into it . . . gets out, bawls out guy and wants to know why he hadn't held out his hand to indicate stop . . . guy says "Do I have to, even in my own garage?" Down from same town belting the white ball around here and there, with and without their traveling handicaps . . . Jack Benny, Frankie Laine, Victor Saville, Bob Sterling, Dean Martin, Donald O'Connor, Eddie Fisher and an arena full of others . . . all under a full head of steam . . . pressing too hard to play . . . no wonder they wash up.

AND SO from America's Winter Golf Capital may you all be long and straight off the tee, sure and crisp with your irons and deadily with your putter for the year now here . . . also, just for insurance . . . may you always be pretty canny on the first tee.

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Banning Defeats Green Hornets to Tie for First

Banning moved into a first place tie with the Green Hornets Monday night by handing the previously undefeated league leaders a 59 to 41 trouncing.

The Banning total was the highest recorded by any team in City Recreation League play this season.

The game was close through the first three quarters, with Banning trailing 9 to 7 at the first, and then going ahead to stay 21 to 19 at halftime. After three periods it was 39 to 36, and the Banning cagers ran wild in the final quarter, outscoring the Hornets 20 to 5.

Bill Minor was high scorer for the winners with 16 points, and Orzin Roberts took honors for the Green Hornets with 13.

GREEN HORNETS—41
Strange, f . . . 4 1 9
Clinton, c . . . 2 2 6
Laster, c . . . 2 2 6
Phillips, g . . . 2 3 7
Roberts, g . . . 6 1 13
16 9 41

BANNING—59
Haynes, f . . . 5 1 11
Anderson, f . . . 4 0 12
Cooper, c . . . 0 1 1
O'Hara, g . . . 3 3 9
Crandall, g . . . 1 0 16
Minor, g . . . 2 0 16
Erzoff, g . . . 0 1 1
Grebenier, g . . . 2 0 4
Every, g . . . 2 0 4
26 7 59

Score by quarters:
Green Hornets . . . 9 10 17 5—41
Banning . . . 7 14 18 20—59

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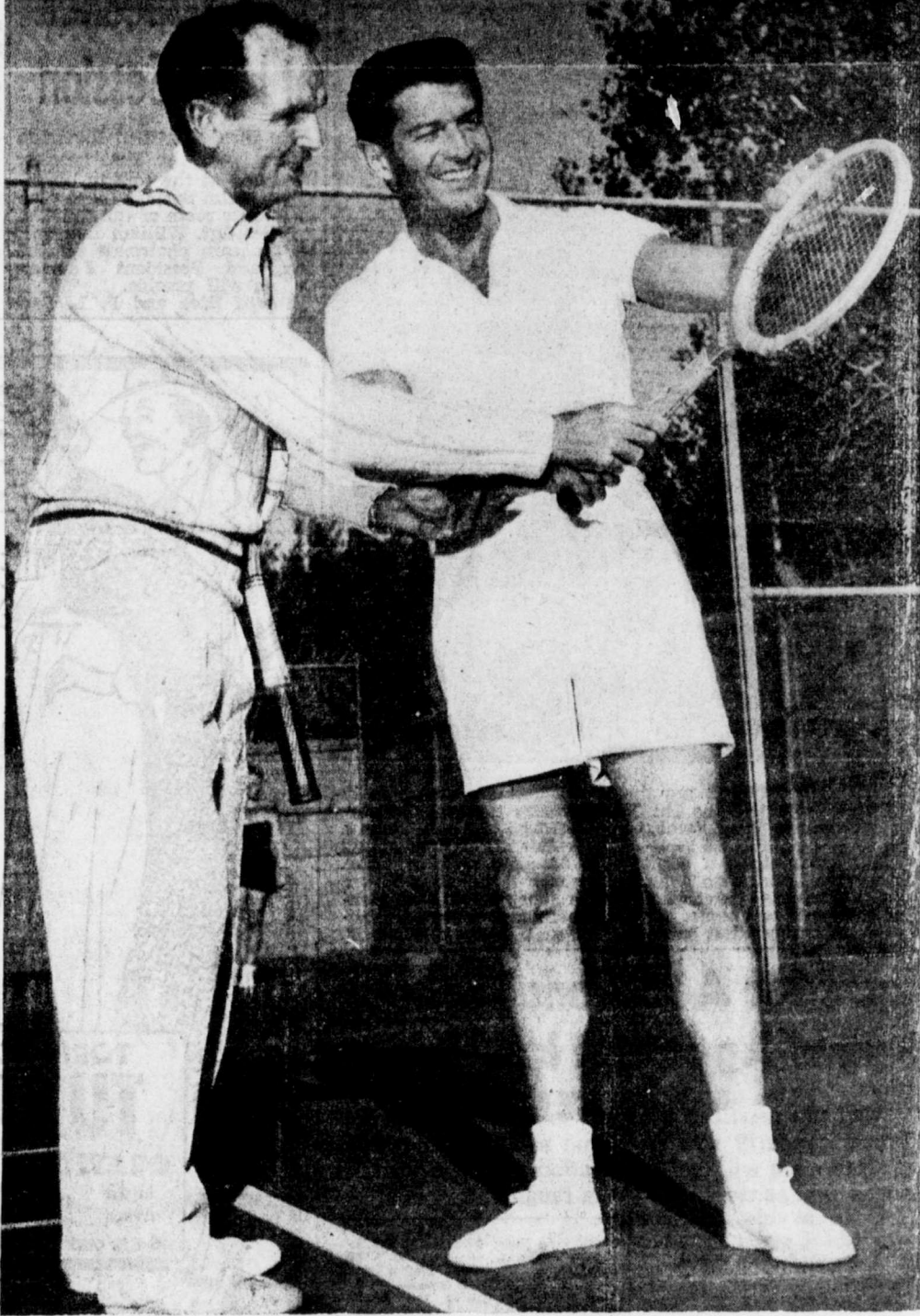
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(Anderson Photo)
DAVID GILLAM, tennis professional at the Racquet Club, is pictured giving tennis pointers to the rapidly rising motion picture star, George Nader, who is under contract to Universal-International.

Polo Championship Play to Start this Weekend

Desert Invitational Polo Championship Matches, a month long tournament, will start this weekend at the Palm Springs Polo Grounds and Shadow Mountain polo field, and continue for four weekends.

Six teams are entered in the Nine Goal Flights, and four are competing in the Second Division Flight, according to Ted Pierce, who is in charge of arrangements.

Games Saturday are:
Nine Goal Flight — Shadow Mountain field, Shadow Mountain vs. Palm Springs, 2 p.m.; LaJolla vs. Beverly Hills, 3 p.m.; Palm Springs field, San Bernardino vs. LaJolla, 3 p.m.; Palm Springs field, 3 p.m.

Second Division — Same schedule as Saturday.

The public is invited to attend the matches, which are scheduled to become an annual entertainment feature here.

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Inaugural Tournament of Desert Seniors Jan. 12 to 14

Inaugural tournament of the newly organized Palm Springs Desert Senior Golf Association will be held Wednesday, Thursday and Friday, January 12 to 14, with 120 golfer members over 55 years of age expected to compete.

Play will consist of 18 holes daily, starting at O'Donnell January 12, moving to Tamarisk on Wednesday, and then ending at Thunderbird on January 14.

Refreshments and lunch will be served at O'Donnell and Tamarisk, with refreshments and dinner planned at Thunderbird following conclusion of play. Prizes for each day as well as final tournament prizes will be awarded at Thunderbird immediately following the dinner.

Three tournaments are planned each year, in the interest of promoting social golf among members of the association.

Officers are: J. E. French, chairman of the board; B. F. Shearer, president; M. O. Anderson, vice president; S. D. Cochran, secretary; Ralph

Jones Named to Succeed Self as Board Chairman

Board of supervisors unanimously elected William Jones to succeed himself as chairman for the new year at the organization meeting Monday.

Jones, who had been under fire of the county Grand Jury during the past year in reports which criticized his supervisorial conduct, was nominated by Supervisor Roman Warren with whom he has teamed in votes on board actions.

TWO NEW SUPERVISORS. Fred McCall of Perris and Paul Anderson of Glen Avon, who were sworn as board members Monday, voted with Warren.

Supervisor Homer Varner of the Fourth district, was absent due to illness but said the selection of Jones suited him.

Jones, senior member of the board, told the other members in a brief statement that he "appreciated their expression of confidence."

GRAND JURORS, after a long and controversial investigation of the board of supervisors, returned a report declaring that "poor management" had cost county taxpayers heavily and laid most of the blame on Jones implying that he "dominated the board."

Jones replied by asking how he could dominate the board when he had many times been on the minority side and charged that the grand jury's statement was a political attack against him and Roman Warren.

THE TWO NEW members of the board, McCall and Henderson, were elected last fall and replaced Sherman Lewis and Irwin Hayden.

Both expressed confidence in short speeches after being sworn in, that the new board would work together in harmony.

Minor Change in S. P. Schedule

Effective January 9 Southern Pacific announces minor changes in train schedules. Dale Hines, local passenger agent, said.

The Imperial now offering an evening service into Los Angeles will, effective January 9, be an early morning departure from Palm Springs. Eastbound this train will leave Los Angeles at 8:10 p.m., arriving Palm Springs at 11:15 p.m. The local passenger mail and express will be discontinued.

The streamlined Golden State and Sunset will continue on their present schedule.

Pomona Fined on DWI Charge

Emil Ray Cervenik, 35, Pomona, was fined \$150 when appearing in justice court Saturday on a charge of driving while intoxicated.

He had been arrested at 1:45 a.m., Friday, by Officer Ray Youngberg, who had observed his vehicle traveling in an erratic manner on Highway 111 near Araby Point.

New Chevrolet for Fire Chief

City council Tuesday evening accepted the bid of Stack Chevrolet for a new car for Fire Chief William Leoncio, upon recommendation of City Manager R. W. Peterson.

The bid of \$1,397 (plus trade-in of the five-year-old car) was the lowest of four bids of local dealers. Others ranged from \$1,568.51 to \$2,198.88.

F. M. Foster Named Gas Co. Official

F. M. Foster has been elected a vice-president of Southern California Gas Co. effective January 1, 1955. It was announced today by F. M. Banks, president and general manager.

Foster, presently the company's general sales manager, will take over the direction of the sales and customer functions, succeeding W. M. Jacobs, who was recently made vice-president and assistant general manager.

Of course money is the gift the whole family would appreciate most—but the trouble is, you can't charge it! — Sen. Soaper, Nana Syndicate.

CALL NOW for ESTIMATES on our SUPERIOR BOMBER HOUSE OPENING & CLOSING SERVICE
Ph. 5101 — Eves. 2852
Delux House & Window Cleaning Co.



ORANGES

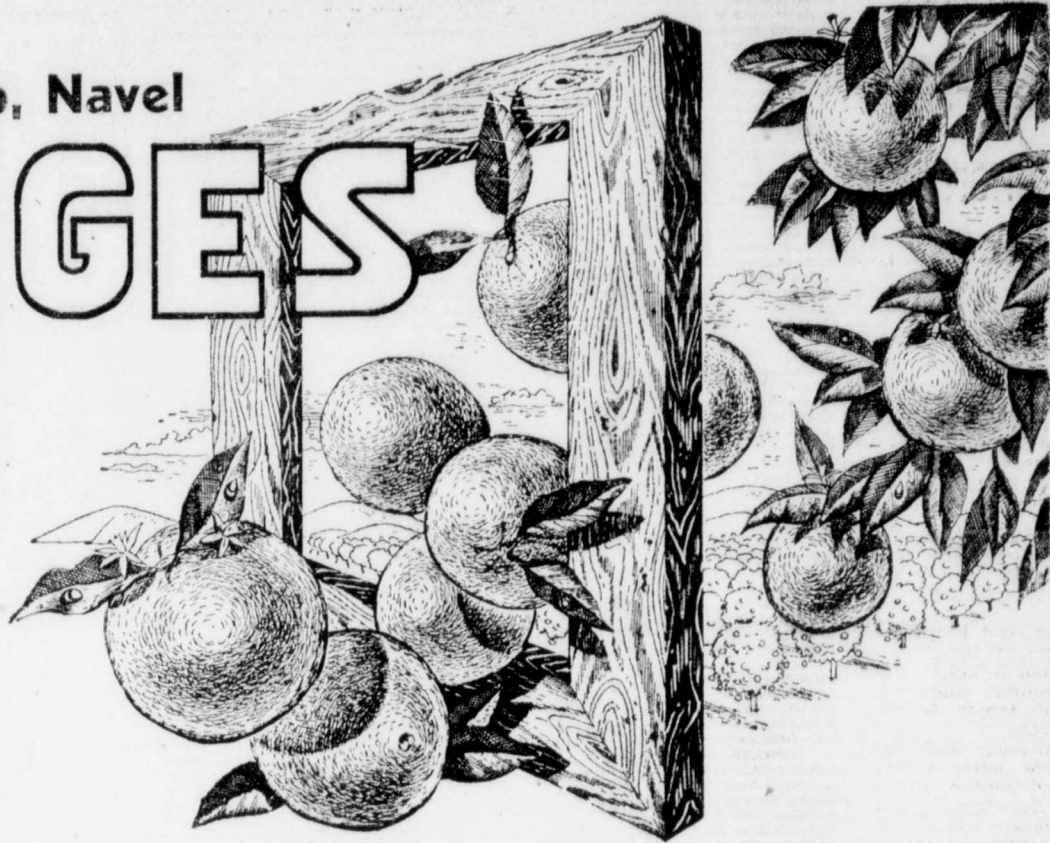
Extra fancy, new crop, Navel
They're pretty as a picture, these fine, juicy, thin-skinned navel oranges. Eat plenty of them for winter health. They're rich in Vitamin C, and oh, so good to eat! Use them in salads, desserts, in lunches and for juice. Don't miss this!



LARGE
MEDIUMS

Extra Large Size 7c lb.

5^c
lb.



FANCY SMALL

DELICIOUS APPLES

2 lbs. 25c

FIRM, RIPE

Tomatoes

2 Cello Tubes

25^c

LARGE SIZE, CALAVO

Avocados

2 for

25^c



Homogenized
All-vegetable

3 -lb. can
69^c



MAYFRESH

MAYONNAISE
Our own fresh made mayonnaise, created especially for Mayfair from the purest ingredients—the freshest of eggs, the finest of oils and vinegars—in order to bring you superior quality at a saving.
FULL QUART JAR

BEN HUR, GROUND
BLACK PEPPER

2-oz. Can 19^c

SCAMP
DOG FOOD

3 1-lb. Cans 19^c

VAN CAMP'S
PORK & BEANS

2 300 Cans 23^c

HORMEL
CHILI & BEANS

16-oz. Can 25^c

Washday Miracle

TIDE
69^c
Giant Pkg.

25% OFF
ON THE LARGE JAR OF NEW
NESCAFÉ
100% PURE INSTANT COFFEE
Net price on jar with "25% OFF" label \$1.54

LESLIE SALT

FREE DISHCLOTH
With 2 Packages
26-oz. PKGS.
TWO FOR
19^c

CARNATION
TUNA

Chunk Style No. 1 Can 27^c

FLAVOR FRESH
PEAS

2 303 Cans 25^c

KERN'S TOMATO
CATSUP

14-oz. Bottle 11^c

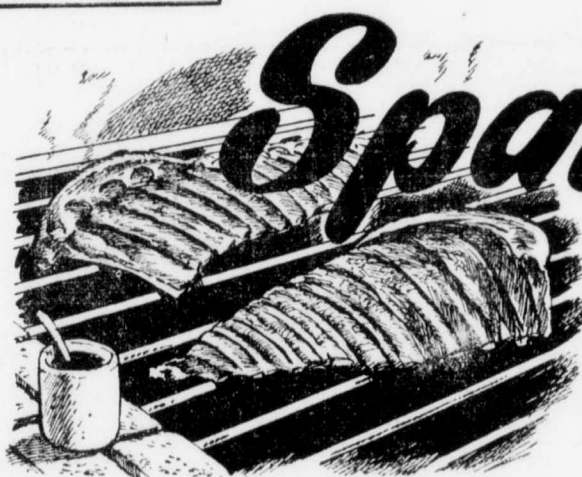
ARDEN, ENRICHED
OLEO

1-lb. Carton 20^c

20 Mule Team Borax
Boraxo Hand Cleaner
Butterscotch Cremes
Snowflake Crackers
Pompeian Pure Olive Oil

2-lb. Pkg. 32c
1-lb. Can 31c
10-oz. Pkg. 29c
1-lb. Pkg. 25c
5-oz. Tin 45c

Arden Evaporated
MILK
2 Tall Cans 23^c



Spare Ribs
Small Size
Lean, meaty ribs from the finest quality, Eastern grain-fed pork. You'll find them just right to barbecue—in doors or out!

Iowa Brand, Tender, Sugar Cured, Short Shank

Smoked Picnics

5 to 7 lbs. Avg. Wt. 35^c lb.

DELICATESSEN

Dubuque's
CANNED PICNICS

Cooked, Boneless Ready to Eat
3 1/2-lb. Tin \$2.49

ALL BEEF SALAMI

Kosher Style 49^c lb

Oscar Mayer
SMOKIE LINKS

All Meat 12-oz. Pkg. 55^c

Tender, U.S. Choice, Graded, Shoulder

Lamb Roast

Shoulder Lamb Chops 59^c lb
Rib Cut Lamb Chops 69^c lb
Shoulder Lamb Steaks 69^c lb
Lamb Breast Delicious to Braise or Boil 9^c lb

CERTIFRESH, FROZEN

FILLET OF SOLE

1-lb. Pkg. 49^c

CAMPFIRE

MARSHMALLOWS

1-lb. Pkg. 35^c

AMERICAN BEAUTY

LONG MACARONI

14-oz. Pkg. 22^c

NORTHERN

TOILET TISSUE

3 Reg. Rolls 27^c

LUNCHEON MEAT

SWIFT'S PREM

12-oz. Can 43^c

STAR-KIST, GREEN LABEL

CHUNK TUNA

No. 1 Can 31^c

LAUNDRY BAR

FELS NAPHTHA SOAP

Per Bar 10^c



Ho-Maid
BREAD MIX

33-oz. Pkg. 49^c
Fresh Frozen, Ocean
SQUID

29^c lb
Lasco
Seafood Cocktail

6-oz. Jar 39^c
Hiram Walker's Liqueur
Crepe De Cacao

1.94
Imported, Italian
CHESTNUTS

For Stuffing or Roasting 19^c lb

Gold City, Unpeeled

Whole Apricots

No. 2 Can 19^c

Minute Maid, Frozen

Orange Juice

2 6-oz. Cans 33^c

Del Monte

Cream Style Corn

No. 303 Can 15^c

As featured by Walt Jensen on...
Quick! What's the Answer?
MAYFAIR'S RADIO SHOW
Meat Shop Inc. Host

KERMIN'S FROZEN CHICKEN PIE

7-oz. 25^c

SWANSONS

Frozen
1-lb., 12-oz. pk.
CHICKENS \$1.09

Libby's, Fordhook, Frozen

LIMA BEANS

10-oz. Pkg. 23^c

Duncan Hines

CAKE MIXES

Reg. Pkg. 30^c

Venus, small

WHITE BEANS

2-lb. Pkg. 29^c

Kitchen Charm

WAX PAPER

125-ft. Roll 19^c

Facial Tissues

KLEENEX

3 300 Ct. Pkg. 69^c

Gebhardt's

TAMALES

15 1/2-oz. Can 23^c

Gerber's, Strained
BABY FOOD

4 4 1/2-oz. 39^c

Foaming Cleanser
BAB-O

2 Reg. Cans 25^c 2 Giant Size 35^c

Oleomargarine
ALLSWEET

1-Lb. Ctn. 27^c

Planters

PEANUT OIL

Pint Btl. 43^c Quart Btl. 85^c

For Salads and Cooking

MAZOLA OIL

Pint Btl. 34^c Quart Btl. 65^c

Green Label

KARO SYRUP

1 1/2-Lb. Btl. 25^c

NEW
Extra-Fluffy
all 33^c
19-oz. Pkg.

444 . Palm Canyon

Palm Springs, Calif

Advertised prices good thru Sunday, Jan. 9
Limit rights reserved

Mayfair
SUPER MARKETS



(Lee Wenzlick Photo)

FESTIVE AND GAY was New Year's Eve at the Desert Air. Among the merry-makers was this party of the Gibson family and their guests. They are, left to right, Peggie Gibson, Kurt Pierce of Pomona and Palm Springs, Jean and

Gene Banner of Los Angeles and Palm Desert, Jeannette Gibson, Jefferson E. Peyser (counsel for the Wine Institute of San Francisco), Peg and Bob Gibson of St. Helena and Palm Desert.

From Page 1—MORE ABOUT CITY HALL

criticism, he said that it in no way would interfere with the proposed purchase of a golf course site, or its development, and would actually accelerate the project because one problem was settled and more time could be applied to the next.

IN EXPLANATION, he said that the city has arranged with Smoke Tree residents to finance the purchase of the property, once approval is received from the Indian owners of the land in Section 26, and for future development there the city now has in excess of \$100,000 in its capital outlay fund.

The proposal was not on the agenda, with it being the last order of business for the evening after all listed matters had been covered.

Sanborn asked that the site plan for Tamarisk Park be placed on the bulletin board.

The Desert Sun—60
PALM SPRINGS, CALIFORNIA
Thursday, January 6, 1955

FIRST CHURCH OF CHRIST, SCIENTIST, PALM SPRINGS, CALIFORNIA

A Branch of the Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

Sunday service, 11 a.m.
Wednesday Meetings, 8 P.M.
(Women's Clubhouse)

Sunday School, 9:15 a.m.

271 Ocotillo Ave.

The Reading Room in The Center is open daily, except Sundays and holidays from 12 to 4.

which showed the city offices being placed in the easterly portion of the approximately 22 acres.

HE THEN MADE the motion which later was adopted, and it was seconded by Miller, who withdrew his second to permit that honor to go to Boyd who has fought several years for new city offices.

Strobe immediately termed it a "quick decision," and McKinney said that it was an area where poor transportation prevailed.

Boyd answered that both the council and planning commission had given the matter much study for many years, and had investigated every feasible location. And the one in Tamarisk Park is as good as can be found, he added.

SANBORN SAID that the need for new city offices was great, and that present facilities were "a disgrace to the city." Disagreeing with Strobe and McKinney, he said that the area had "plenty of access streets."

Nathanson told of having recommended the location when it was first proposed that the land be purchased for a park site. The \$300,000 is designated for this purpose, he said, and it should be expended for a city hall located on the Tamarisk location.

MRS. HARDY and Miller both spoke in favor of the location, and added that Tamarisk road could be widened with money saved from using the park site.

In a statement following the vote, Mayor Boyd termed the decision a "historic move in the history of Palm Springs."

Strobe agreed that it would be historic, but not in the same manner.



(El Mirador Photo by Jim Frey)

EL MIRADOR EMPLOYEE, Chuck Sowersby, points to rug which had been ablaze with eight foot flames a short time before. Sowersby crawled through dense smoke with a fire extinguisher and brought fire under control before it spread from the living room to the rest of the five-room bungalow occupied by Dean Martin and his guests. The Martins had been vacationing here with Robert Sterling (of TV's "Topper"), and his wife, Anne Jeffries. They were away at dinner when the fire broke out, probably from a fireplace spark. Smoke damage was extensive, both to the foursof's clothes and to the furnishings of the bungalow which is owned by Ray Ryan of the hotel.

CRIME It can reasonably be established that \$20 billion annually is the cost of crime in this country. This represents a cost of \$495 for each family in the U.S.; for every \$1 spent on education, \$1.82 goes to crime; for every \$1 donated to churches, \$10 goes to crime.—Irving Ben Cooper, "The Courts and Juvenile Delinquency," American Scholar, Autumn 1954.

Lutheran Services at Youth Center

386 N. Belardo Road
Every Sunday at 8:30 A.M.
Rev. Paul A. Hilgendorf, Jr.
Tune in C.V. Lutheran Hour
7:30 A.M. — Mon. thru Fri.
Station KCHV—970

the famous

B-BAR-H RANCH AND ESTATES

ONE OF THE LAST OF CALIFORNIA'S GREAT GUEST RANCHES

- Ranch bungalow units with beamed ceilings and fireplaces — from \$12.00 — weekly rates.
- Superb dinners at modest prices.
- Cocktails in the Wrangler Room.
- A corral-full of fine horses.
- Huge temperature-controlled pool.
- Ranch estates including club membership as low as \$1600 full price.

BIG SATURDAY NIGHT WESTERN DANCE!

NOW OPEN TO THE PUBLIC
WILLIAM TAYLOR, Manager

Desert Hot Springs . . . Phone 4-2655



HIGH OFFICIALS of the American Legion were in Palm Springs last weekend. Left to right, above, Malcolm Champlin, Oakland, California, California department commander; Seaborn P. Collins, Las Cruces, New Mexico, National Commander of the American Legion; Reed Mulkey, Roswell, New Mexico, national executive committee member; Earl Coffman of Palm Springs; George A. Holden, commander Los Angeles police post of the Legion and Bill Schraf, commander of Owen B. Coffman, local post.

Legal Notices

NOTICE OF PUBLIC HEARING ON APPLICATION FOR M-3 PERMIT TO ESTABLISH, OPERATE AND MAINTAIN A TRAILER PARK LOCATED ON THE NORTHERLY SIDE OF HIGHWAY 111 IN WHAT IS KNOWN AS TRAMVIEW VILLAGE SITUATED APPROXIMATELY 3 MILES EAST, ERLY OF PALM SPRINGS, 1/2 MILE WESTERLY OF CATHEDRAL CITY, IN THE UNINCORPORATED TERRITORY OF RIVERSIDE COUNTY, CALIFORNIA.

NOTICE IS HEREBY GIVEN that a public hearing in the matter of an application for M-3 permit to establish, operate and maintain a trailer park located on the northerly side of Highway 111 in what is known as Tramview Village situated approximately 3 miles easterly of Palm Springs, 1/2 mile westery of Cathedral City, in the unincorporated territory of Riverside County, California, and more particularly described as follows:

the Easterly is acres of Lot 32, Section 29, Township 4 South, Range 3 East S.B.B. & M., as shown by map of Palm Valley Colony Lands on file in Book 14, Page 652 of Maps, San Diego County Records.

will be held before the Riverside County Planning Commission in the Board of Supervisors Room, Courthouse, Riverside, California, on Tuesday, January 11, 1955 at 4:00 P.M. at which time and place pertinent testimony will be heard.

By order of the Riverside County Planning Commission, County of Riverside, State of California.

M-3 Case No. 162
RIVERSIDE COUNTY PLANNING COMMISSION.

TYLER SUESS, Planning Director
By: Hazel I. Evensen, Secretary
422-Desert Sun, Jan. 6, 1955.

NOTICE OF PUBLIC HEARING ON APPLICATION FOR M-3 PERMIT TO ESTABLISH, OPERATE AND MAINTAIN A USED FURNITURE AND BUILDING MATERIALS SALES YARD LOCATED ON THE SOUTHERLY SIDE OF HIGHWAY 111 IN WHAT IS KNOWN AS TRAMVIEW VILLAGE, AND APPROXIMATELY 1/2 MILE WESTERLY OF CATHEDRAL CITY, IN THE UNINCORPORATED TERRITORY OF RIVERSIDE COUNTY, CALIFORNIA.

NOTICE IS HEREBY GIVEN that a public hearing in the matter of an application for M-3 permit to establish, operate and maintain a used furniture and building materials sales yard located on the southerly side of Highway 111 in what is known as Tramview Village, and approximately 1/2 mile westery of Cathedral City, in the unincorporated territory of Riverside County, California, and more particularly described as follows:

beginning at a point approximately 91 feet from the east line of Section 32 where the south side of Highway 111 intersects the said section line; thence south 150 feet; thence West at right angles 100 feet; thence North at right angles 150 feet; thence East at right angles 100 feet to the point of beginning. Being a portion of the NE-1/4 of the NE-1/4 of Section 32, Township 4 South, Range 3 East, S.B.B. & M., Palm Springs Indian Reservation, County of Riverside, State of California.

will be held before the Riverside County Planning Commission in the Board of Supervisors Room, Courthouse, Riverside, California, on Tuesday, January 11, 1955 at 3:15 P.M. at which time and place pertinent testimony will be heard.

By order of the Riverside County Planning Commission, County of Riverside, State of California.

M-3 Case No. 165
RIVERSIDE COUNTY PLANNING COMMISSION.

TYLER SUESS, Planning Director
By: Hazel I. Evensen, Secretary
421-Desert Sun, Jan. 6, 1955.

Wallet and Papers Lost by Visitors

Loss of a leather wallet containing miscellaneous papers and personal identification, was reported to police Monday by Sidney Miller of Los Angeles, who is business manager for Donald O'Connor.

Both Miller and O'Connor were in the Village over the weekend.

From Page 1—MORE ABOUT PLAYHOUSE

Walter Slezak in the Broadway production. Bob Quarry and Sidney Breese portray his fellow conspirators.

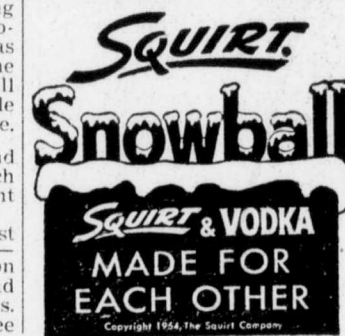
Helen Stenborg, beloved by Playhouse devotees, impersonates the mother of a French family in dire danger of losing the roof over their heads. Robert Anglund will be seen as the father, Mary Foskett as the daughter, and Michael Ferrall is cast as the snarling uncle who is the cause of the trouble.

PLAY TIME IS 8:40 P.M. and there will be a new play each week, with shows every night except Monday.

Each Tuesday night a First

Some of the old movies on TV would be better if they had shot less film—and more actors. —Don Dornbrook, Milwaukee Journal.

Nighter dinner, at various clubs and hotels, will precede the show. The first one, to be held on Tuesday night at the Racquet Club, will have Mrs. Thomas Fleming, of the sponsoring Playhouse Guild, as hostess. Reservations for the First Nighter dinners should be made by calling Guild headquarters at 2595.



J. & S. PAVING CO.

ASPHALT PAVING EQUIPMENT RENTALS CONCRETE CURBS, ETC.

Paving "Driveways to Highways" — AT REASONABLE PRICES!

JANIS & SULLIVAN

P.O. Box 74

Palm Springs Phone 2680

7th Annual Tours EUROPE

By Ship — **QUEEN MARY**
June 8 — 62 Days

FRANCE (Chateau Country), SPAIN, RIVIERA, ITALY, AUSTRIA, SWITZERLAND, GERMANY, HOLLAND, ENGLAND and SCOTLAND.

Special entertainment, famous restaurants, excellent hotels. Scandinavia extension available. Complete price \$1995.00.

By Air — June 26 — 32 Days — \$1456
FRANCE, ITALY, AUSTRIA, SWITZERLAND, GERMANY, HOLLAND and ENGLAND.

Same fine features.

Personally conducted by

Mr. & Mrs. Rene De Varanne

P.O. Box 1778, Indio

Phone 82552

MEXICO

Mexico City, Pyramids, Xochimilco, San Miguel, Allende, Guanajuat, San Jose Purna, Fortin, Penafiel, Taxco, 1st Class from Tijuana. All inclusive \$386.00. DeVaranne Ecorted Tours — Indio, Calif.

HURRAH! HURRAH!

Murphy is back again

(Yes, the same Murphe, formerly of the old Rogers Ranch)

Back and serving his famous
Bar-B-Qed Ribs — Beans and Garlic Bread
All for only \$1.95

at

THE RAINBOW ROOM

CATHEDRAL CITY

Yours Hosts: George and Bambi

For reservations phone 8-5063

LICENSED BONDED INSURED

Rossini Electrical Service CONTRACTING

Power Wiring and Repairing

Motors Installed and Repaired

Home, Industrial, Commercial

Neon Signs and Repairs

— Free Estimates Gladly Given —

PHONE 3174

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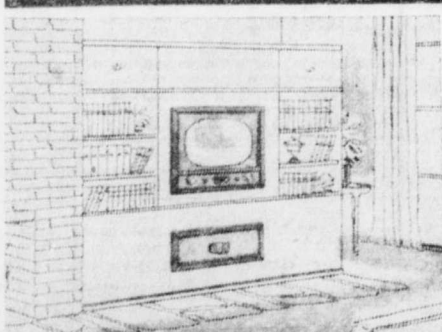
Now you can have **HOFFMAN**
built-in TV

Space-saving new custom TV Chassis
fit into closet, bookcase . . . cost no more!

Palm Springs Music Co.

360 N. Palm Canyon Dr.

Phone 2066

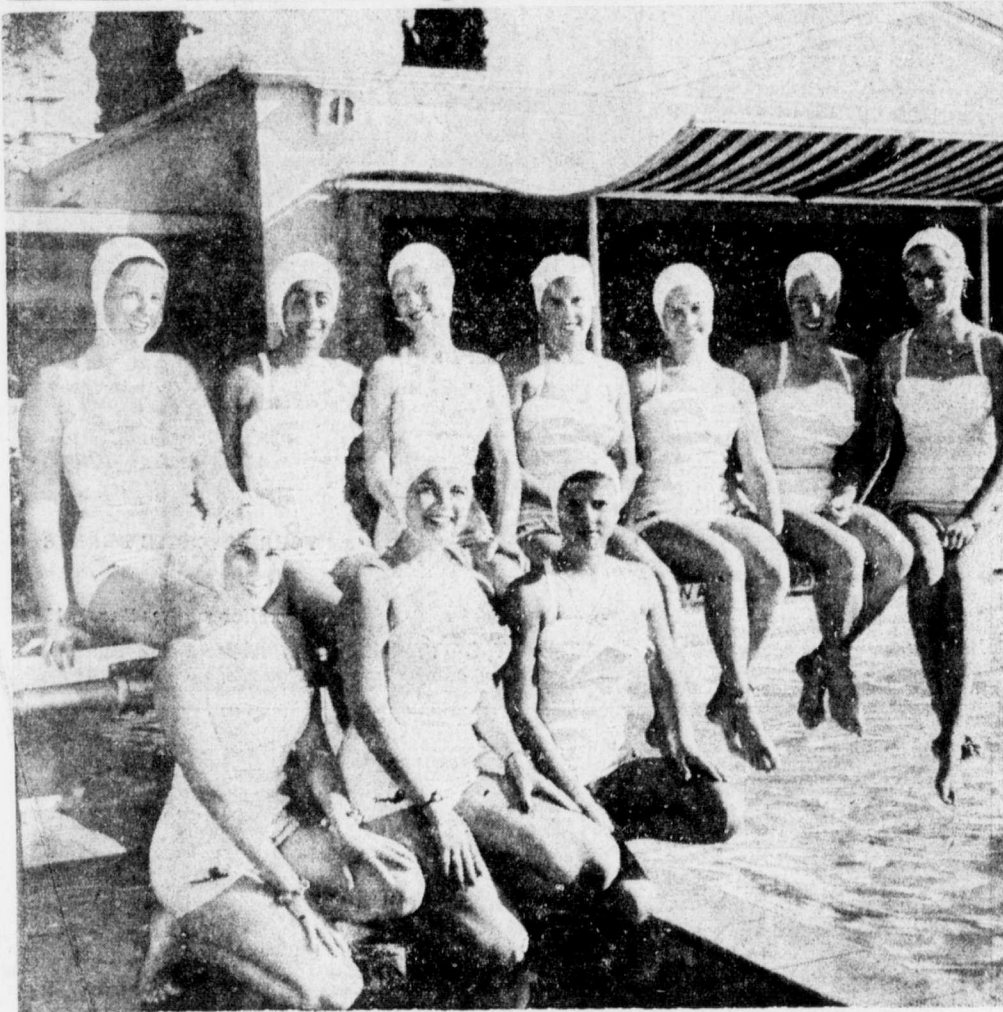


Hoffman

TWENTY-EIGHTH YEAR

The Desert Sun

Page 1-b Palm Springs, California, Thursday, January 6, 1955 2nd Section



(Gayle Studio Photo)
GUESTS AT PALM SPRINGS'
Howard Manor hotel aren't permitted to forget that the desert spa is a "Pool's Paradise." Howard Manor's stationery hails the resort as "The Swimming Pool City" and Palm Springs' first water ballet holds forth in the Manor's Olympic size swimming pool, one of 832 pools in the city or one for every 12 people permanently residing here. The water ballet group is sponsored by Andrea Leeds Howard and is under the direction of Moya Henderson.

Girls are all students of Palm Springs high school, where Mrs. Henderson is physical instructor. Left to right (back row): Carole Clapp, Virginia Marmelejo, Joyce Scofield, Toni Morrison, Gloria Neil, Erica Morrison, and Jean Reynolds; (front row): Barbara Rosin, Emmett Taylor and Becky Nelson.

City's Share in Motor Vehicle Fees, \$3,628.56

Palm Springs' share in the apportionment of \$5,804,436 of Motor Vehicle License Fee (in lieu tax) revenue will be \$3,628.56, Robert C. Kirkwood, state controller announced Monday. The period covered by the tax was from June 1, 1954 to November 30.

The apportionment is based on approximately 35 cents per capita with the population of the Village listed at 10,381.

Riverside county's share in the distribution is \$46,618 based on a population of 170,046 at 27 cents per capita.

Goldberg Buys Boyer's Ranch at Palm Desert

George E. Goldberg recently purchased Jack Boyer's forty acre ranch in Palm Desert. The ranch is completely irrigated—is producing alfalfa and includes a ranch house.

Goldberg will spend approximately \$40,000 adding on three additional rooms, a barbecue room and bar and a swimming pool. The ranch will be known as the G Bar G ranch. Included in the purchase price was Goldberg's guest house. He will, however, still maintain his Palm Springs residence.

Goldberg recently suffered injuries in a plane crash at Palm Springs airport and will spend some time on the ranch recuperating.

Jurors Urge Tax on Trailers in New Resolutions

In a series of resolutions addressed to congress, the state legislature, Governor Knight and the county board of supervisors, Riverside county grand jury Monday urged stricter relief laws, laws that would require trailer owners to bear a fair share of the cost of local government and higher pay for District Attorney William O. Mackey.

The jurors also advocated a state law which would require county officials to report to them on progress being made in carrying out grand jury recommendations.

In the past year the jury has made many recommendations to supervisors. Some have been carried out, others rejected and some ignored. No reports have been made to the jury of their actions.

The grand jury adopted the resolutions December 31 but did not submit them to supervisors until Monday.

Square Dances Resumed Here

Square dancing was resumed last night under auspices of the city recreation department at Frances S. Stevens school auditorium.

The dances are scheduled for every Wednesday evening, according to Howard Haddock, recreation director.

They are open to the public with admission by donation.

1500 Welcome 1955 at Gay American Legion Dance

First annual New Year's Eve dance sponsored by Owen B. Coffman post, 519, American Legion at World Wars Memorial Hall Friday night drew an estimated attendance of 1,500, Bill Scharf, commander of the Post said Monday.

"It was far beyond our expectations," he said, "and we are highly pleased by the response. We'll start plans for the second annual dance next New Year's Eve soon, so well was the event received."

"They started coming early and stayed until the close," he added.

Music for the dancing was by Charley Barnett's name band and the entertainment was by the organization's vocalists and

Specialty numbers by the orchestra members.

Dancing started at 9 p.m. and ended at 1 a.m. on the morning of the new year.

Winter sports are characterized by settings of snow, ice and bones.—Luke Neely.



"We Wuz Robbed!"

YES, your jewelry and furs may be stolen, burned, accidentally lost or damaged... and all your tears and protests won't help a bit.

What will help, however, is a Hartford Jewelry-Fur Policy... strong insurance at home and away, against practically any danger you can name.

Samson-Curtis Incorporated
756 N. Palm Canyon Drive
PALM SPRINGS
PHONE 2719

For Rent
without obligation to buy...
a beautiful new
KIMBALL CONSOLE
Come in or call
Telephone 46891
Holley & Jackson
233 CAJON
Redlands

Gift Giving is no problem with
CANDINAVIA
Specialties for every age,
every occasion

Candinavia Thin Mints	1lb. 1.50
Delightfully cool mint covered with the richest, darkest chocolate.	
Candinavia Chocolates	1lb. 1.65
Fondants, creams, fruits, nuts, hand-dipped in rich chocolate	2-lb. 3.30
Deluxe Assorted Chocolates	1lb. .52
Extra fancy taste surprises	2-lb. .54
Candinavia Deluxe Dates	Tin 2.89
Big 3-lb. gift tin of plump, ripe-picked fruit. Ideal to ship East.	

ORDER NOW FOR YOUR ENTIRE GIFT LIST

Remember
Family, Friends, Employees...
and don't forget to have plenty on hand for gracious holiday serving.

Candinavia
132 NORTH PALM CANYON DRIVE
2 doors south of the Bank of America

Members of Sign Board Re-named

The five members of the Board of Variance Appeals and Sign Variance Board were re-appointed to their positions by Mayor Florian Boyd Tuesday evening, with all being confirmed by city council.

Membership of the two boards is identical.

Renamed were Reed Hubbell, Bill Foster, Harry Bogart, John Wood and Ed Hawkins.

Windows Broken by BB Pellets

Malicious mischief, firing of BB pellets through two windows in the C. F. Blue residence, 530 West Tahquitz drive, was reported to police Saturday.

Damage was estimated at \$35 by investigating officers.

One window previously was broken in a similar manner.

Home Entered but No Articles Taken

Illegal entry into the Robert J. Corcoran home, 184 Camino Enchanted, between December 22 and 31, by breaking a window was reported to police. No articles were taken, investigating officers said.

SATISFIED
The steady growth of this Bank is a significant endorsement of the sentiment: "A satisfied customer is the best advertisement."

Citizens National Bank of Riverside

CAPITAL \$150,000.00

CITIZENS NATIONAL BANK

Surplus and Undivided Profits \$90,000.00

The City Beautiful is Growing

Recent five new accounts opened at Security Savings Bank of Riverside, Inc., 1000 Pacific, 1099 Home.

SECURITY SAVINGS BANK OF RIVERSIDE
Southwest Corner Main and Seventh Streets

The National Bank of Riverside
Riverside • • • California

A Clear Track Ahead

The person who has an account with the National Bank of Riverside and makes regular deposits has a clear track ahead. Do not be content to go along through life without something from your income.

Get an account with the National Bank of Riverside.

99 Pacific, 1099 Home

ABSTRACTS, CERTIFICATES, ESCROWS, TRUSTS

TELEPHONE US TODAY

Riverside Title & Trust Company
701 TO 749 NINTH STREET, RIVERSIDE, CAL.
J. A. Simms, Pres. D. W. Lewis, Manager. L. B. Scrantom, Secy.

Everitt "30"
THE SIMPLEST CAR IN ITS CLASS

Every purchaser may write his own guarantee. The factory is behind us and we are behind you.

Riverside Garage
W. A. WATKINS, Prop. Eighth and Market Sts.

Special Waists

On Saturday, April 8, a special sale on a large and Net Waists, all con and up-to-date in every We want to clean up the and you get your choice

At \$5.00

Regular values up to \$10.00 each. This opportunity every lady should embrace quarter to one-half on wanted appare

SEE WINDOW DISPLAY

RIVERSIDERS PARTICIPATED

Members of Riverside County Board of Supervisors Take Part in the Services Convention

Helene

Riverside Meat Market
Pacific 101, Home 1701 G. E. TURNER, Prop.

Pork Roasts	10c to 15c
Shoulders	10c to 15c
Mutton Steaks	10c to 15c
Rolls	10c to 15c
Hot Beef	10c to 15c
Hot Hamburg	10c to 15c

THEN and NOW

Back in 1911 when this page appeared in the newspaper, things were somewhat different than they are today. Pot roasts, for example, were 8c a pound, hand made silk blouses could actually be had for \$5.00 and automobiles, well, they've changed their shape in the last 44 years... to say the least.

AT CITIZENS TOO, some changes have been made. Capital funds have grown from \$240 thousand to \$9 million in the four decades. Your bank serves not one city but Riverside and San Bernardino, and many other communities in the two counties that comprise Inland Southern California. From one office in 1911, Citizens now operates 16 offices, located throughout these two counties.

Yes, some changes have been made!

BUT SOME THINGS HAVEN'T CHANGED... as you will see when you read the bank ads of yesteryear. Their message applies equally well in January, 1955.

STATEMENT of CONDITION			
AS OF DECEMBER 31, 1954			
RESOURCES	WHAT WE OWN	LIABILITIES	WHAT WE OWE
CASH	\$ 22,359,269.58	DEMAND DEPOSITS	\$ 80,985,147.60
Money held ready to meet the current needs of our customers; kept in 3 places: our vaults, the Federal Reserve Bank, and large banks in leading cities of the United States.		SAVINGS AND TIME DEPOSITS	\$ 54,338,491.95
SECURITIES	\$ 59,514,934.26	Total DEPOSITS	\$ 135,323,639.55
Funds invested in securities of the United States Government, \$57,520,745.35, and in bonds issued by state and municipal governments, to finance public improvements, schools, etc., \$6,994,188.91.		CAPITAL	\$ 3,600,000.00
LOANS	\$ 62,757,502.94	SURPLUS	\$ 3,600,000.00
Funds loaned to our customers to facilitate the flow of business in Riverside and San Bernardino Counties, and to enable individuals to buy, build, or modernize homes, finance automobiles, appliances, etc.		UNDIVIDED PROFITS	\$ 1,986,278.19
BANK BUILDINGS, etc.	\$ 1,341,906.03	Total CAPITAL FUNDS	\$ 9,186,278.19
Sums invested in the buildings, vaults, furniture and equipment of our banking offices.		RESERVES	\$ 2,195,387.41
INTEREST	\$ 564,207.58	Funds set aside for such expenses as interest on savings deposits, income taxes and the like, \$1,182,391.60, plus reserve for discount not yet earned, \$1,012,995.81.	
OTHER	\$ 208,278.07	OTHER	\$ 40,793.31
Total Resources:	\$ 146,746,098.46	Total Liabilities:	\$ 146,746,098.46

ART MART

Sponsored by the Desert Art Center
in
THE CENTER

174 North Palm Canyon Drive
ONE DAY ONLY — SATURDAY, JANUARY 8

An outdoor exhibit of paintings of the foremost Western Artists.

Painting demonstrations by artists of renown.

Visit the new Art Gallery at 707 North Palm Canyon Drive. The public invited.

DESERT ART CENTER

CITIZENS NATIONAL BANK

Serving THE INLAND EMPIRE

THE INLAND EMPIRE'S OWN BANK

Member Federal Deposit Insurance Corporation
Member Federal Reserve System

CITIZENS NATIONAL TRUST & SAVINGS BANK OF RIVERSIDE

Ask, Seek, Knock. Topic Sunday of Dr. Blackstone

Sunday School at the Community church is held at 9:30 a.m. with classes of instruction for children, adults and young adults of all ages. A nursery which cares for children under two years is supervised by a trained nurse. Duplicate morning services are held at 9:30 and 11 a.m. Dr. James H. Blackstone Jr. will preach on a text taken from the Sermon on the Mount, using as his theme "Ask-Seek-Knock". The Chancel Choir will sing at the 11 a.m. service with a double quartette bringing music for the earlier service.

An interesting evening service is planned with Mr. and Mrs. Earl Kennell of Seattle, Washington, presenting colored slides showing the story of the footsteps of Jesus from the

time of His birth to the time of His ascension. Mr. and Mrs. Kennell visited the Holy Land on two different occasions, the last trip being completed in June of 1954. Their program has been presented over 40 times in the northwest and has been always very effective and helpful. The program will last about one and a half hours beginning at 7:30 p.m., said Dr. Blackstone.

Christian Endeavor Societies meet at 6:15 p.m. The high school group meets in the church parlor and will have as their topic for discussion "Every Minute Counts." The Junior high group meets in the Youth Chapel with Dr. and Mrs. Blackstone.

Christian Home Subject Sunday

The Rev. Dr. Graham Hunter, pastor, will conduct the services of the Cathedral City Community church Sunday at 11 a.m., with "The Christian Home" as subject. Sunday school meets at 9:30, the pastor leading the adult class at the Manse, 575 D street.

A covered dish supper, followed by a lecture with colored pictures, by Fay Brainard of Palm Springs, will be held Tuesday instead of on Wednesday as previously announced. The offering will be towards the cost of new chairs for church and parish house. After it, the church's ushers will meet. Paul Clark has prepared a panel of ushers for the next three months.

The Women's Auxiliary will meet today at 1:45 p.m. at the home of the Misses Tucker, 595 F street. Mrs. Winfield H. Line will be the speaker. The Lines returned to Palm Springs last Thursday, after several months in Paris.

The Desert Sun—2b
PALM SPRINGS, CALIFORNIA
Thursday, January 6, 1955

Kol Roof Kote

Permanent
White Roof Coating
**BEAUTIFIES
PROTECTS
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PAINTING CONSULTANTS

We specialize in residential
work and pool painting for
discriminating people

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Banning 2912

St. Paul's Church Parish Meeting Set for Jan. 13

There will be a celebration of the Holy Communion today, January 6 at St. Paul's in the Desert for the Epiphany marks the official end of the Christmas season and is a major festival in the Christian calendar.

Sunday, January 9, Holy Communion will be celebrated at 8 a.m. The Family Service will take place in the church followed by classes for all ages at 10 o'clock. The 11 a.m. service will be Morning Prayer with sermon by the rector, the Rev. William A. Blondon Jr.

Annual Parish meeting will be held in the parish hall one week from tonight, January 13, beginning with a potluck supper at 6:30 p.m. The parish officers for the forthcoming year will be elected, as well as delegates to the convention of the Diocese of Los Angeles, to be held in Los Angeles the last week in January. This is the most important single parish meeting of the year, said Father Blondon.

COMMUNION WITH GOD HEALS, SAYS SERMON

How silent communion with God purifies and heals keynotes the Sunday Lesson-Sermon on "The Sacrament" in all Christian Science churches on Sunday.

Mark's Gospel (1:34,35) relates that Jesus "healed many that were sick of diverse diseases, and cast out many devils; . . . And in the morning, rising up a great while before day, he went out, and departed into a solitary place, and there prayed."

Mary Baker Eddy counsels in "Science and Health with Key to the Scriptures," "Audible prayer can never do the works of spiritual understanding, which regenerates; but silent prayer, watchfulness, and devout obedience enable us to follow Jesus' example." Again she says, "The highest prayer is not one of faith merely; it is demonstration." (pp. 4, 16).

The Golden Text is from John (4:23), "The hour cometh, and now is, when the true worshippers shall worship the Father in spirit and in truth."

Religious Science Lecture on Sunday

Dr. Douglas Bintliff of Fontana will speak Sunday night at the Youth Center at a meeting of the Religious Science church on "How Religious Science Works for You."

The meetings are held each Sunday night at the Youth Center at 8:15 o'clock.



TIM AND THELMA SPENCER who will appear Saturday night at Palm Springs Community church in January Youth of Christ rally.

Youth for Christ Rally Saturday

Following the custom of last year, the first Saturday night of each month is devoted to the Desert Youth for Christ rally at Community church in Palm Springs.

This Saturday night Tim and Thelma Spencer will conduct the rally.

The meeting will open at Palm Springs Community church at 7:30 p.m. Spencer has written more than 500 songs which have been used in western and pioneer pictures. In the past 12 months he has travelled more than 100,000 miles to sing and play at Youth for Christ meetings and evangelistic rallies.

MENUS

Menus to be served in cafeterias of Palm Springs Unified School district next week are printed below to aid mothers in planning home meals.

Monday — Spaghetti with meat sauce, tossed green salad, hot buttered French bread, grapefruit sections, milk.

Tuesday — Brown ground meat and gravy, whipped potatoes, buttered peas, carrot, apple and raisin salad, wholewheat bread and butter, baked almond custard, milk.

Wednesday — Beef and vegetable pie, spinach with lemon wedge, hearts of lettuce with 1000 Island dressing, wholewheat bread and butter, boysenberry gelatine with bananas, milk.

Thursday — Chile beans and crackers, vegetable salad, orange, deep dish apple pie, milk.

Friday — Creamed tuna, buttered cubed potatoes, buttered broccoli, wholewheat bread and butter, cherry crisp, milk.

145 Lost Lives on County Roads in 1954, Report

Riverside county's traffic death toll during 1954 totalled 145, the office of Coroner Ben White reported Monday.

In 1953 the total was a record-breaking 150.

Fatalities in the final weeks of the year boosted the total despite strong campaigns to reduce the number of accidents.

Lusby Elected Board Member

Ray Lusby has been elected by city employees as one of their two representatives on the city's Personnel Board, City Manager R. W. Peterson announced Tuesday evening to city council.

Other members are David H. King, also representing city employees; Tom Kieley and George Ripley, appointed by city council, and Warren Slaughter, who was selected as the fifth member by the other four.

Kieley was renamed as chairman of the board by Mayor Florian Boyd.

Auto Crash

**\$150 Damage is
Accident Result**

Damage estimated at \$150 was caused to the car driven by Arnold William Preece, 34, Indio, when it collided with a truck driven by Eugene Benjamin Mottino, 28, Palm Desert, at 9:40 a.m., Monday, at the intersection of Sunrise Way and North Riverside drive.

Mottino was making a left turn off Sunrise, when struck by Preece's car which was attempting to pass. Sgt. Bob Young, who investigated, said that Preece was unable to stop due to wet sand on the pavement.

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in Hearing Aids

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ZENITH

ROYAL-T **\$125.00**
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Price includes all
adjustment, fitting
and stock removal.

Get the Facts!
Learn about the impartial tests conducted by America's foremost private independent testing laboratory—and you'll conclude that even if you pay as much as \$300, you can't buy a finer hearing aid than a Zenith.

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3. See the entire stock — over 200 styles and colors — in a few minutes.
4. Take two minutes or two hours — No Obligation.

"Save More at Savon" SAVON SHOES

HOWARD and FAE BREZIN
386 N. PALM CANYON DRIVE
— Opposite Police Department —
Open Sundays 10 to 4

Annual Meeting of County Scout Council Jan. 17

Thirty-fifth annual meeting, banquet and Ladies' Night of Riverside County Council, Boy Scouts of America, is scheduled for Monday evening January 17, at the Officers Club, U.S. Naval Hospital, Norco, President Carl G. Lykken of Palm Springs said Monday.

Clem Glass, of KFI's Scout Jamboree program, will be the speaker.

Officers to the coming year will be elected. Lykken will preside at the dinner.

Youths Caught Siphoning Fuel

Two 17-year-old Village youths were caught in the act of siphoning gasoline from a car parked in the 400 block of South Cahulla road and Monte Vista drive at 3:30 a.m., Monday.

Officer Robert Flavin, while on routine patrol, came across the youths. They had a rubber hose and a gallon can.

FENDER SKIRT GONE
Loss or theft of a fender skirt from her car was reported to police Saturday by Mrs. Albert E. Wohlgenuth, 805 North Indian avenue.

GENERATOR STOLEN
Theft of a generator from her car parked on Belardo road between December 26 and 31, was reported to police by Agnes Janansky.

BAR-B-Q FOODS
FAMILY STYLE DINNERS
DRAUGHT BEER
THE BARN
RAMON RD. & INDIAN AVE.

FREE! "Party Size" Bottle of...

SQUIRT
Never an After-Thirst

Present this valuable coupon to
YOUR FAVORITE DEALER
(The usual deposit will be required).

This offer expires Dec. 1, 1954

SQUIRT BOTTLING COMPANY of San Bernardino

A Palm Springs "Must"

HOWARD MANOR

572 NORTH INDIAN AVENUE

For your Dining and Dancing Pleasure!

Unexcelled Cuisine in the
MANOR ROOM

featuring the
JACK WOODS 5-Piece Orchestra

and

JUNE SCHUSTER

Piano playing songstress

For Reservations, call 2227

Bank of America

NATIONAL TRUST AND SAVINGS ASSOCIATION

Condensed Statement of Condition December 31, 1954

(Figures of Overseas Branches are as of December 24, 1954)

RESOURCES	
Cash and Due from Banks	\$1,456,524,519.87
United States Government Securities and Securities Guaranteed by the Government	2,414,191,925.87
Federal Agency Securities	167,123,060.20
State, County, and Municipal Securities	565,439,454.38
Other Securities	124,637,926.86
Loans Guaranteed or Insured by the United States Government or its Agencies	1,230,573,393.30
Other Loans and Discounts	2,812,738,751.23
Bank Premises, Fixtures, etc.	74,421,807.25
Customers' Liability on Letters of Credit, etc.	275,838,505.00
Accrued Interest and Other Resources	41,865,945.53
TOTAL RESOURCES	\$9,163,355,289.49
LIABILITIES	
Capital	\$ 150,000,000.00
Surplus	200,000,000.00
Undivided Profits and Reserves	116,596,688.32
TOTAL CAPITAL FUNDS	\$ 466,596,688.32
Reserve for Possible Loan Losses	62,618,458.13
DEPOSITS Demand \$4,192,260,317.72	8,270,534,751.14
Savings and Time 4,078,274,433.42	
Liability for Letters of Credit, etc.	278,554,052.21
Reserve for Interest, Taxes, etc.	85,051,339.69
TOTAL LIABILITIES	\$9,163,355,289.49

Main Offices in the two Reserve Cities of California
SAN FRANCISCO • LOS ANGELES

Branches throughout California

Overseas branches: London, Manila, Tokyo, Yokohama, Kobe, Osaka, Bangkok, Guam
Member Federal Deposit Insurance Corporation • Member Federal Reserve System

Bank of America (International) Home Office—New York, N. Y.

A wholly-owned subsidiary

Condensed Statement of Condition December 31, 1954

RESOURCES		LIABILITIES	
Cash and Due from Banks	\$5,982,847.06	Capital	\$10,000,000.00
United States Government Securities	29,285,414.50	Surplus	3,000,000.00
Other Securities	47,976.62	Undivided Profits	943,555.55
Loans and Discounts	56,929,157.82	TOTAL CAPITAL FUNDS	\$13,943,555.55
Customers' Liability on Letters of Credit, etc.	45,529,141.88	Reserve for Possible Loan Losses	807,299.64
Accrued Interest and Other Resources	631,796.18	Deposits	126,558,914.27
TOTAL RESOURCES	\$188,406,334.06	Liability for Letters of Credit, etc.	46,322,451.63
		Reserve for Interest, Taxes, etc.	774,112.97
		TOTAL LIABILITIES	\$188,406,334.06

**COMBINED RESOURCES OVER
\$9,300,000,000**

TODAY'S USED CAR SPOTLIGHT YOUR BUICK & GMC TRUCK DEALER



1952 CADILLAC
Coupe De Ville
Like new. Local car.
\$2695

1953 BUICK
Dynaflo, radio, heater.
Very clean. Only
\$1695

1947 CHEVROLET
Fleetline sedan.
Only \$385

1949 BUICK
Super Convertible
Fully equipped.
\$495

1946 GMC
1/2-ton Pickup
Very clean.
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Deluxe sedan. Clean.
\$385

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Tradition
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Used Car prices

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Palm Springs

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1955 GM TRUCKS



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- CUTS MAINTENANCE COST TO THE BONE
- VERY EASY TERMS
- CALL US FOR FREE ESTIMATES AND COMPLETE INFORMATION

Phone Palm Springs 8-3481 or 2581



RANCHO MIRAGE

By BETTY WOLFE

Sid Greenleaf, postmaster of Rancho Mirage, wishes to use the facilities of this column to thank each and every one for his fine cooperation during the busy holiday season. On the contrary, it seems the vote of thanks should go to Greenleaf and his staff for the outstanding manner in which they handled the Christmas mail.

A vote of appreciation should also go to Mrs. Helen Dengler of the White Sun Guest Ranch for organizing a large group of the guests at the ranch to sing Christmas carols at many homes here on Christmas Eve. Jack Dengler is reportedly recuperating satisfactorily from his recent surgery.

Michael and Joe Buchino

received news last week of the death of their father in Philadelphia recently when they celebrated their fiftieth wedding anniversary.

Spending the holidays with friends at Newport Beach were Mr. and Mrs. Holstein, formerly of that city, who recently purchased the Robert Powers home here.

Among the guests at the home of Harry and Alice Walker on Christmas Day were Mr. and Mrs. James Granger of Santa Monica and Jack Hughes, famous helicopter pilot from Alaska whose interesting vacation is charting flight maps of Alaska.

Mr. and Mrs. E. D. Emmons Jr. from Westchester, have taken possession of their new home in Rancho Mirage Unit Four. They will spend most of the winter in Rancho Mirage.

Recent guests at the Desert Drive home of Mr. and Mrs. V. G. "Skip" Wolfe were Mrs. Wolfe's twin sister, Mrs. J. G. McFarland and her son Randy of Van Nuys.

Holiday guests at the Sun Dial Apartments were Mr. and Mrs. C. E. Weaver of Glendale, Dr. and Mrs. Robert Rule, also of Glendale, Mr. and Mrs. Ralph Rule and daughters Louise, Elaine and Jean of Toledo, Ohio and Mr. and Mrs. Edward T. Koford of Santa Rosa.

Mrs. Jean Harlow Bellows is in the Desert Hospital in Palm Springs recuperating from an attack of pneumonia.

Christmas was spent in Bakersfield by Mrs. Connie Van de Walker at the home of her son-in-law and daughter, Mr. and Mrs. C. J. Hunt and their family. Her husband will leave Seattle soon to join her here. The Van de Walkers plan to make their permanent home in Rancho Mirage.

Overnight guests at the home of the Bill Hendrickses on

Christmas were Mrs. Hendrickson's parents, Mr. and Mrs. Erik Ohman and their daughter Esther. Joining the reunion on Christmas Day were Mrs. Mrs. Hendrickson's brother, Edward Ohman and his family of Sunland.

Blaine Greenleaf, son of Sid Greenleaf, who was recently released from his two-year tour of duty with the U.S. Navy, plans to re-enter college for a one-year refresher course at San Dimas.

The houseguest of the A. Ronald Buttons is Frank Bireley whose family have one of the sun lodges at the Shadow Mountain Club.

Among those attending the Rose Bowl game in Pasadena on New Year's Day were Mr. and Mrs. Roy St. Leon and their guests, Mr. and Mrs. Francis P. Morley of North Hollywood.

Here from Kodiak, Alaska were Mr. and Mrs. Scott J. Cross to celebrate the New

MUSEUM

By DR. C. E. SMITH
Desert Museum Director

THE BEES ARE HERE!

After nearly a year of delay, the observation hive has finally been installed in the Museum through courtesy of the Miller Honey Co. of Colton and the efforts of the California Bee King, Harry J. Whitcombe of Davis.

The new schedules, covering the period January 3 to March 15, are now available in the Museum and at numerous other places around town. Get your copy soon and plan to attend some of the excellent programs listed.

The Museum is proud to announce the breaking of two all-time attendance records during the month of December: the previous walk-in attendance record for a single day has been exceeded by nearly one-third on each of five days; and the previous high total for the entire month has been bettered by over 1,000. This is convincing evidence that your Museum is filling a definite need in the community. Add your patronage support!

The public is cordially invited to attend the year's first Guest Lecture program at Frances Stevens school on the evening of January 8. John Hilton, noted desert artist, author of "Sonora Sketchbook" and numerous short articles on desert subjects, will present an illustrated talk entitled "Poco A Poco En Mexico."

Art Marts

Every Saturday in Center is Plan

The Artists Guild announced Monday that an Art Mart will be held in The Center, 170 North Palm Canyon drive, every Saturday, starting this Saturday, from ten to four. This is an out-door exhibit of paintings by western artists. Painting demonstrations will be given with models posing.

The Desert Art Center also presents a new juried exhibit of paintings. A reception and tea will open the new show at the gallery at 707 North Palm Canyon drive on Sunday afternoon, January 9.

The Desert Sun—3b

PALM SPRINGS, CALIFORNIA
Thursday, January 6, 1955

Year at the Rancho Mirage Hotel Apartments. Also at the Rancho Mirage Hotel Apartments for a month are Mr. and Mrs. V. E. Studebaker of San Francisco.

Houseguests for the Christmas holiday at the home of the Bernard Rogers were Mrs. Rogers' sisters, Kathie and Theon Petlos and Mr. and Mrs. Walter Voss and George Waller, all of Chicago, Illinois. On Christmas Eve Mr. and Mrs. Rogers celebrated their tenth wedding anniversary.

Liz Allison entertained at a lovely pre-Christmas party at her Thunderbird Estate home. Among the local guests attending the party were Mr. and Mrs. Harry Walker, Hank Gogerty, Mr. and Mrs. John Noves, Mr. and Mrs. Curt Ring, Mr. and Mrs. Danny Callahan, Jack Miller and Eleanor Wagner.

The Desert Air Hotel held its annual New Year's celebration with Chuck Travis and his Desert Aires playing for dancing for the gala affair. Andy Dexter, one of the most outstanding proponents of the guitar, thrilled the celebrants with his songs and music. Among those enjoying the celebration were Mr. and Mrs. James Sullivan, Mr. and Mrs. E. R. Waltres, Mr. and Mrs. Jack Switzer, all of Los Angeles, Hank Gogerty, owner of the Desert Air hotel, Major and Mrs. Slater of Palm Desert, Mr. and Mrs. Robert Blatz of Pasadena, Mr. and Mrs. Henry Allison of Hollywood, Mr. and Mrs. Ramsey of Rancho Mirage, Mr. and Mrs. Jack Crivello and daughter Esther of San Diego, Mr. and Mrs. Andrew Friedrichs of Balboa and Mr. and Mrs. Delman Smith and daughter Mary Jo of Princeton, New Jersey.

Mr. and Mrs. Howard Neighbor entertained in their home on Sahara Road with an open house on New Year's Eve. A buffet supper was served to their guests who included local friends and neighbors.

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Palm Springs and Desert Area

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FULTON, MURIEL E. 2225
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GANNON REALTY CO. 2772
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HAMMOND, JAMES 5373
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RUSSELL WADE 2855
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HICKS, HAROLD J. 2736
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ISRAEL, ADOLPH 2981
671 N. Palm Canyon Dr.

JAMES, MARTHA 2751
445 N. Palm Canyon Dr.

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JOHNSON, GENE W. and
MILLER, RAY 3722
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MATHEWS, CHAS. J. 6821
MILLER, FRANK W. 2929
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MUNHOLLAND & CO. 3673
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NELSON, AMY 4627
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WRIGHT, BILLY 5727
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FACTS AND FIGURES can't express it. Our "Most Valued" possession is made up of many things—and actually, all of these things belong to you, the people of our community. They are your success . . . your achievement of long sought-after financial goals . . . your joy in attaining a home of your own.

And why should we call your success our asset? Because, the primary object of our business is to

help you do just these things. When you succeed, we, too, feel the glow of accomplishment. Every man and woman in our association takes an extra bit of satisfaction in their work for knowing that they are dealing, not only in dollars, but in happiness, that their work plays an integral part in community progress. To make 1955 easier, choose the savings association with the friendly interest in helping



Consolidated Statement of Condition Coachella Valley Savings & Loan Association PALM SPRINGS — INDIO California DECEMBER 31, 1954

OUR CASH AND INVESTMENTS	
Loans on Residential Property	\$5,068,752.28
Loans on Pass Books and Certificates	18,130.67
Stock in Federal Home Loan Bank	75,000.00
Prepaid Expense and Other Assets	17,026.46
Office Building and Equipment	60,641.75
Cash and U. S. Gov't Bonds	378,110.78
TOTAL ASSETS	\$5,617,661.94

LIABILITIES OUR INVESTED CAPITAL, plus Surplus and Reserve	
Savings Accounts	\$4,530,504.36
Mortgage Loans in Process	376,772.90
Advances from Federal Home Loan Bank	173,548.91
Other Liabilities	108,640.44
Reserves Unallocated	18,766.89
Reserves Permanent	131,270.14
Guarantee Capital Stock	200,000.00
Surplus and Undivided Profits	78,158.50
TOTAL LIABILITIES	\$5,617,661.94

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PUBLISHER'S CORNER

By Oliver B. Jaynes

POPULATION TREND IN U. S. — Some very interesting figures on the estimated population growth in the United States during the next ten years and its effect upon business, schools, employment, etc. has just been released by The Kiplinger Washington Agency which issues the usually "confidential" Washington Letter. The material was gathered from many sources, both government and private, which are authoritative.

The survey will help people realize how rapidly this country is still growing in many ways; in the standard of living, in resources and energy. Says Kiplinger: "People with vision see great expansion ahead."

With the residents of the Palm Springs Unified School district facing a school bond election, the increase in number of children coming of school age in the next five years is of particular interest. A birth wave that started around 1940 will create a shortage of housing and teachers which has already been felt. Elementary school attendance was almost 28 million in 1954 and will go up another million this year. It will reach 33½ million by 1960. High school enrollment is now about 7 million in grades 9 through 12. It will go to 8 million in another year and will be over 9 million by 1960, the report indicates.

The nation was short 58,000 teachers last year, will need an additional 700,000 by 1960. There is no escape of higher taxes for school purposes unless the schools are allowed to deteriorate. Greater efficiency in the school systems is a must.

SCHOOL COST HIGH — The current expenditures per unit of average daily attendance for the Palm Springs Unified School district, for example, was \$411.15 for 1953-54. The average for the entire country was \$303. Here are the average daily attendance figures for the Palm Springs Unified School district for the past six years:

Years	Elementary	High School
1948-49	1,067	373
1949-50	1,027	429
1950-51	1,076	453
1951-52	1,103	453
1952-53	1,212	444
1953-54	1,285	458

Here are the figures for the total costs (expenditures and transfers):

Years	Amount
1948-49	\$ 515,226.42
1949-50	656,088.25
1950-51	573,843.89
1951-52	650,439.16
1952-53	776,738.83
1953-54	826,376.43
1954-55 (proposed)	1,121,944.00

The outstanding bonded indebtedness on June 30, 1954 was \$1,085,000. The current bond limitation, based on assessed valuation for 1954-55 is \$5,114,399. The present total assessed valuation of the district is \$51,143,990.

It will be noted that the increase in average daily attendance has been about 25 percent in the last six years while the costs have been more than doubled during the same period. Costs of practically everything the schools buy have risen in the past six years and salaries have had to increase also as the cost of living has gone up. Only through the greatest efficiency can the District School Board keep down the mounting costs for school improvements and operations.

We can be sure that the daily attendance average in this district will continue to increase on the basis of normal population increases. To this will be added the larger percentage of children of school age coming along in the next five years. It is a difficult problem to project the school needs of this district five years ahead but it is absolutely necessary that a fairly long-range program be worked out. This the School Board has done with the help of experts. The result is the proposed \$2,125,000 addition to the bonded indebtedness of the district on which the voters will be asked to pass next month. It has been pretty well established that the improvements and additions to the school system are needed.

The situation calls for the utmost efficiency in the operation of the schools and the wise expenditure of funds provided by the bonds. It's what we get for our money that counts the most.

TRY AND STOP ME

By Bennett Cerf

P. G. WODEHOUSE, creator of the famous English comedy butler, Jeeves, recalls a theater manager who discovered one day that his box office treasurer had been short - changing him for years. He sent for the culprit and asked, "What's your salary here?" "Sixty a week," was the answer. "It's raised to a hundred. No, by George, make it two hundred," said the manager. "Thank you," burbled the treasurer. "I'm over-come."



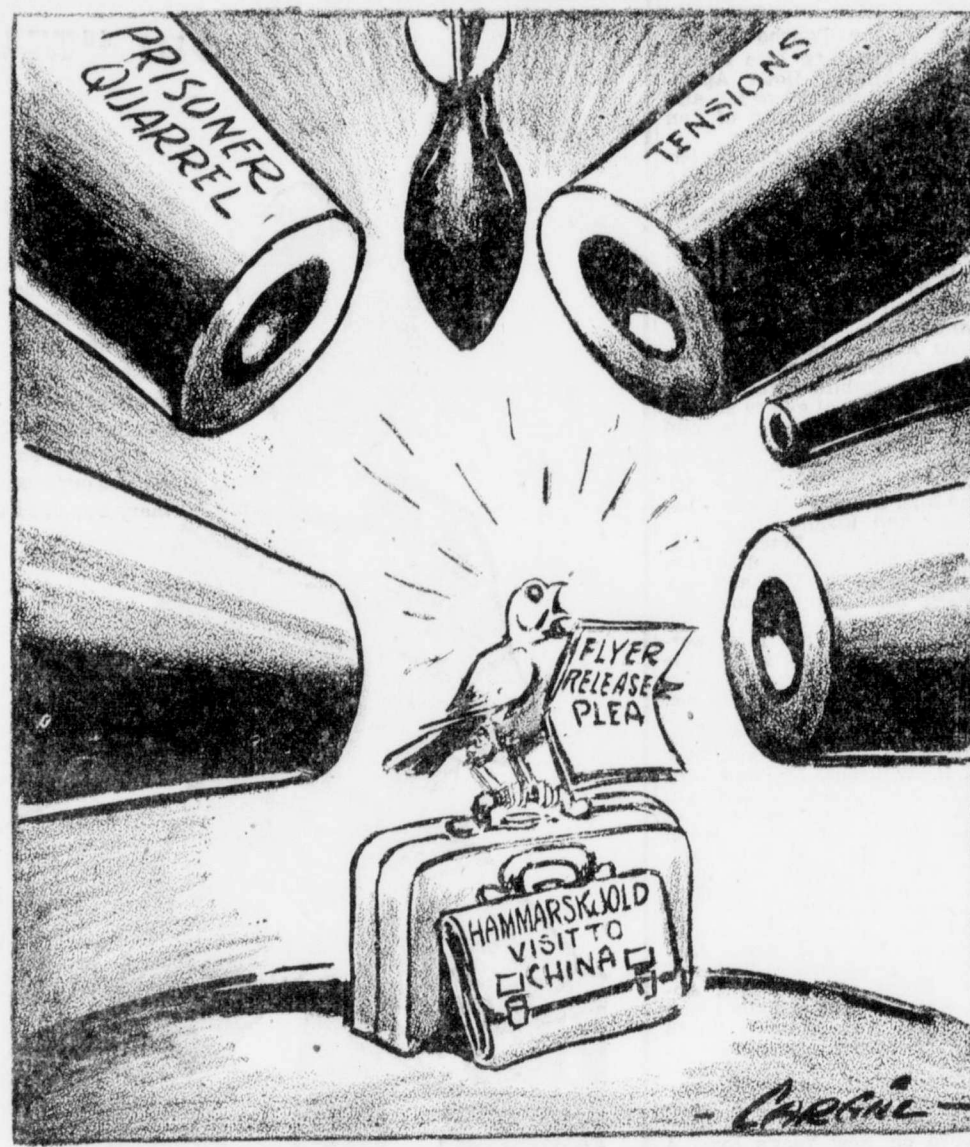
"There's just one thing more," added the manager cheerfully. "You're fired!"

"You see," he explained to Wodehouse later, "I wanted to fire the crooked so-and-so from a really good job."

After the last animal had climbed aboard Noah's ark, there wasn't much elbow room for anybody. Suddenly the elephant felt a field mouse squeezing against his toe. "Hey," protested the pachyderm. "Who the heck do you think you're pushing?"

A literary figure on the West Coast made headlines with a spectacular suicide gesture. The fact that it seemed designed to be unsuccessful brought to mind a lady friend of Robert Benchley. She made so many abortive attempts to do away with herself that "Bob" finally told her, "You'll have to cut this sort of thing out, my dear. It's ruining your health!"

Swedish Nightingale



PHILLIPS

I Rise to Remark

When a Congress carries over from session to session, there is little delay in getting going. The committees are all set up, bills are alive, and the session is under way early in January. In a new Congress, after an election year, there are delays, due to members coming in and members retiring (on their own decisions or the decisions of the voters), new bills, and the start of committee work. When the organization of the House changes, from one party to the other, there are additional delays and uncertainty. Committee appointments have not been made, bills are not yet introduced, work programs are not made out. Members are trying for the vacancies on important committees, and the few who get "bumped off" committees by the party change are seeking new assignments.

All this will be going on, when you read this letter. I foresee that the new Congress may not be well under way until the third week in January or perhaps the first of February. I will use this weekly letter to tell you about your Congressional office in Washington.

YOU SHOULD KNOW your Congressman's name by this time, and since men in public life share many characteristics with goldfish, it should be unnecessary to discuss his job. What personal items are not found in "Who's Who," or the Congressional Directory, are customarily supplied every two years by our opponents. Like all executives, he lives under the delightful illusion that he is the head of the office, but I observe the feeling in most offices that if the Congressmen would only spend more time in the committee rooms, or in other place for that matter, the work of the offices would move along even more satisfactorily — a statement which will be understood by all secretaries, California or Washington.

Mrs. Marie E. Adams continues as the "No. 1" secretary, which sounds Chinese, but is a designation of the job. To the House of Representatives, from time immemorial, all employees are "clerks" — from the Secretary of the House, our highest employee, down to the most recently hired typist. In simple language, Marie runs the office. Mrs. Dorothy G. Phillips will continue as the No. 2 secretary, which means that she will handle special work and assignments, while the "weaning" process continues. I hope, through the coming year, the trouble with Mrs. Phillips is that she is not only capable, but she knows the District and its people almost as well as I do myself, and consequently is invaluable, in a job she was supposed to take only for the remainder of the 79th Session. Mrs. Helen Spellman has been with me for ten years and takes care efficiently of the routine work of the office, filing, typing, mailing, and the like, plus some of the Ediphone work. Among other jobs, she gets out this weekly letter.

THERE WILL BE a new name on the staff after January 1st, Keith H. Jaques (pronounced as if spelled Jackes) who will be my "Administrative Assistant," taking the place (if anyone could) of Don Adams, and again we will have a husband and wife team on the staff. Keith is a graduate of U.S.C. (School of Commerce) with a B.S. in Accounting, and a Master's degree in Business Administration. He then went to the University of Utah and took his law degree in 1951.

Dr. Benjamin Goldberg

Rodin

The other evening as I was about to leave the Community church in Palm Springs after a little dinner I heard my name called. I turned about, into the gaze of a fine looking gentleman sitting in a wheel chair. "I read The Desert Sun, and would you sometime soon, write another little column on some topic other than medicine?" The past several weeks there has been an exhibit in Santa Barbara at which some thirty of Rodin's pieces of sculpture were shown. Rodin is one of my most favorite artists.

I am particularly fond of his famous masterpiece, Le Penseur or The Thinker. The Thinker forms one of the figures in Rodin's massive work, the Gate of Hell. This unique piece of sculpture seems to grow on us as we look. At first glance, the figure seems rough, primitive, unfinished. As one examines it more closely, the genius of the sculptor shines forth; it shines as a soft lamp within a shrine, softening the rough outlines, humanizing the attitude and posture, emphasizing the lights and shadows which are life.

What conception, what mental image guided Rodin's hand as he chiseled this, the best known of his masterpieces? Why did he picture the figure as a physical, perhaps, rather than an intellectual giant? Why the great cords of muscles, the short neck, the rather primitive head; why the rough surface rather than the polished symmetry of the Greeks? If we can answer these queries we would have the answer to the enigma which is Rodin.

Rodin, more than any sculptor of any day, is thoughtful, provoking. There seems to be a hidden meaning, an inner striving, a half conscious struggle toward half-glimpsed light and beauty in his works. He emphasizes beauty by contrast, leaves the perfection of a face or figure in relief against the roughness of the hewn rock from which it sprang. The writer has often wondered about The Thinker. Is he, as he sits there on the rock, primitive man enmeshed in the wonder of his first thought, held spellbound in the new self-revelation? On the other hand, does the figure merely symbolize the general idea of thought? Does the roughness of the figure, the corded muscles, signify the power, the fundamental force of thought? Note, too, the peacefulness, the harmony, the philosophy in the posture and attitude which contrasts with the over emphasized details of the physique? One thinks of thought as a stream, broad, bosomed, smooth flowing, restless, implacable, a stream unaware of barriers, bound for the sunlit plain and the wide sea.

Power and purpose seem to be the underlying, the harmonizing of the work. We see thought—the dominating idea—resolving itself into purpose; we see the will to power, the will to create, to fashion something with the hands or with the brain, to make a statue or compose a symphony. First a thought! After the thought, gradual elaboration of the idea. After the idea, actuality. As Rodin's living figures took gradual form from the unshapely rock, so ideas, under the sculpturing influence of thought gradually assume material form, become embodied in actuality and usefulness.

There is thought behind every act of man; there is thought, such as symbolized by Rodin, constructive, sustained, ennobling thought behind every worthwhile program, behind every meritorious achievement, behind humanity's ever-onward step.

Dennis, the Menace

By Ketchum



YOU'LL TAKE IT... OF COURSE.

THIS SIDE of The Sun

By Phat

Why does the drip, drop, drip of a leaking tap Almost drive you insane. When you're lulled to sleep by the same drip, drop from the eaves in a gentle rain?

The other night when it rained someone had left an upturned bucket right where it would catch the drain from the roof. There was a repeated pong! Ping! Boom! But instead of getting up and moving the bucket, I let it lull me to sleep. Whereas I would have tried everything to stop a leaking faucet. Well, maybe it's because the dripping rain isn't swelling the water bill.

TELEVISION is a wonderful thing. I held off as long as I could because I was afraid of seeing commercials as well as hearing them. But the commercials are sometimes funnier than the comedians. But what this is all about is that I think television did our Southern California wrong on Saturday, New Year's day. In the morning I watched the Orange Bowl football game in Miami as did hundreds of thousands of other people across the nation. And the announcer raved about the beautiful sunshine 76 to 80 degree weather with a gentle 10-mile zephyr. And then came on Southern California, Pasadena and the Rose Bowl. Gloom and rain and muddy uniforms. Also viewed by hundreds of thousands, Maybe the All-Year Club of Southern California should have bought up the TV rights and choked it off.

I AM AN AVID READER of the public prints because I always find something of interest each day. The other morning on the front page of a newspaper were two stories which convinced me that if you don't read both sides of the page, you don't get all of the news. In columns 2, 3 and 4, was a long story quoting a certain Dr. H. D. Jones of Berkeley to the effect that cigarette smoking shortens your life. That each pack of smokes takes six hours off your span. Tried to figure that one out by calculus and found out I had been misled for ten years, taking the Biblical three score and ten as a basis. But what puzzled me was that in column eight of the same front page was a story from Honolulu about its oldest resident dying at the age of 108. Among other statistics regarding this venerable gentleman, was the item that he had been a chain smoker all of his life. At six hours off per pack I gave up trying to estimate how old he would have been had he not smoked.

WHILE OUR DAYS are wonderful it gets a bit nippy at night at times. And that may have prompted a telephone call to police which they recorded the other night. A woman called to notify the law that three juveniles were raiding the woodpile of a neighbor. Mrs. A. Wilcox of Monrovia did a good deal while on holiday vacation here. On Ramon road she found a purse containing \$30 and gave it to police where Mr. and Mrs. Oscar Crawford, of Arenas, the losers, thankfully reclaimed it.

THIS IS A BELATED Yuletide story as related to me by a young man who works for The Sun. The other morning in the rather cool dawn he was coming to work at the mailing department and because the job entails a bit of inky grime and also because he was planning to go on a Scout hike later in the day, he was attired in blue jeans, heavy shoes, and bundled up in a leather coat. As he walked down Indian avenue three men stopped him. "Buddy," said one, "you look hungry and cold. This is Christ-mas time. Here is some cash, go buy yourself a good meal and perhaps I can find a job for you." The youth thanked him and went on. What he didn't say was that he had just downed three eggs, two stacks of hotcakes, several sausages and three cups of coffee and that he had his last week's pay intact in his pocket. Anyway, it was the old Christmas spirit.

LOOK OUT, Santa Anita! Today I take my first trek to the track. Don Klotzbecker and I will try to out-manoeuvre the horses. Most likely they'll out-manoeuvre us. Tonight I'll be talking to myself using such expressions as "If Ida" or "I shoulda." Seems that the horses watch me and when I go to a window and pick their number, they lose interest in the race. Here it is January 6 and I've already become accustomed to writing in "1953" instead of "1954." But it took me until Tuesday.

Only 353 days until Christmas.

EDUCATION

Education which is simply intellectual taxidermy — the scooping out of the mind and the stuffing in of facts — is worthless. The human mind is not a deep-freeze for storage but a forge for production. It must be supplied with fuel, fired and properly shaped. — Father Wm. A. Donaghy, president, Holy Cross (Mass.) Univ.

The Desert Sun—4b
PALM SPRINGS, CALIFORNIA
Thursday, January 6, 1955

The Voice of Broadway

By Dorothy Kilgallen

AS THE BELLS TOLL for 1954, and the merry-makers blow horns as the first glimpse of 1955, we view the year just passed as a lively one and not too bad for most of us on this happy continent — no shooting war, no big depression, and a happy life for many — so we wave it into history with a fond salute and just one backward glance.

Headlines as usual were startling, hopeful, provocative, tragic; names, as always, made tongues wag. The Army-McCarthy fracas was the top show of the year and "point of order" became a gay catch phrase while it lasted. Marilyn Monroe's skirt was blown over her head and her marriage to Joe DiMaggio breezed into oblivion. Frank Sinatra copped an Oscar but lost an Ava.

Ernest Hemingway lived to read his own obituaries, then snagged the Nobel Prize. Native Dancer was sent out to pasture and Toscanini, at 83, laid his baton in velvet. The most appealing group of our century was tragically broken by the death of Emilie Dienne. The Sheppard trial gave Cleveland more headlines than the World Series battle with the Giants. New Yorkers warmed to royalty as the Queen Mother smiled through our town. Mendes-France milked the headlines over her Supreme Court deal segregation its heaviest blow. Lionel Barrymore died. Sammy Davis Jr. lost an eye. Roger Bannister made sports history by shattering the 4-minute mile. Julius LaRosa added up the figures and found he had earned \$360,000 since the Bounced Godfrey. Maxwell Bodenheim, poet and bum, was murdered. Boss Crump died. Willie Mays became the Man of the Hour. Sir Winston Churchill celebrated his 80th birthday. Yogi Berra earned another plaque, and Professor Einstein opined that if he had to do it longest, he'd become a plumber. A statement that sounded as if it had been concocted by a press agent to grab newspaper space, but not as if the Old Prof meant it. Actress Betsy Von Furstenberg miked'd an actor onstage, and Mickey Mouse made a happy bow on television. Robert Young took over a railroad. Betty Hutton tearfully announced her retirement, and Wall Street took note of the divorce settlements of Bobo Rockefeller, Eleanor Holm Rose and Marianne O'Brien Reynolds, while ladies with similar notions wistfully jotted down the name of their lawyer. Louis Nizer. Mary Martin became Peter Pan.

In came the mambo. Cohn and Schine were the team of the year. Alger Hiss walked out of jail into an uncomfortable freedom. Philadelphia lost a ball club. 3-D pictures tossed in the towel, bowing to CinemaScope. Oscar Strauss, more and Ted Williams threatened to quit baseball. Never-never land names like Diem-beinhu became part of our language. Five Puerto Rican terrorists staged what seemed like a fantasy drama in the House of Representatives. Benny, self-proclaimed miser, spent \$50,000 for the wedding reception of his daughter, Joan. Not a bad year, as years go. May 1955 be a better one. (Copyright, 1954, King Features Syndicate, Inc.)

NEW YORK CAVALCADE

By Louis Sobol

CASUAL FRAGMENTS: Nobel Prize Winner William Faulkner is taking up residence in Manhattan for the next few months. He turned out for only one Christmas Eve party — at the home of Publisher Donald Klopfer — leaving shortly after 11:30 to attend the midnight mass at St. Patrick's Cathedral (Faulkner is not a Catholic).

Gloria Vanderbilt Stokowski is telling everyone she meets that Frank Sinatra is simply wonderful. Has become his No. 1 fan. Toots Shor starring in a stirring little drama prepared by Herb Poles as the highlight of an "Evening with Toots and Baby," had a notable cast in support — Gertrude Niesen as his leading lady, Ed Hanley has chief cameraman, Lew Parker as his director and John Hodiak as his stand-in. Despite rumors, Toots will remain a restaurateur. Peter Lorre is displaying the snap shot of his 18-month-old heir, commenting: "This is the miracle of the age. Little Kathy looks just like me—but is a raving beauty!"

Gloria DeHaven and Dewey Martin are a new Hollywood twosome — they were introduced to each other by Humphrey Bogart. Earl Wilson making a mint with his extracurricular camera assignments. Danny Kaye has thumbed down a TV series which would have grossed him \$2,000,000, because of the tax set-up which would leave him only a trifling percentage for his own spending money. Of several thousand Christmas cards received by this department, it is nice to report that only two were in bad taste—and they were NOT sent by any of the established comics. Mickey Rooney's 7-year-old son, Tim, makes his show biz debut shortly on a Donald O'Connor teevue. Rumbles of dissension among the hierarchy of the "Silk Stockings" company. With Liberace allegedly signed at \$50,000 a week to open the new Riviera Hotel in Las Vegas, April 8, Jack Gold-man is reported dangling other sums before performers—preferably picture stars who have never appeared in cafes before. Hot feud between two top femme recording stars. One accuses the other of pilfering her arrangements. Marion Chase who sang "April in Paris" into the Hit Parade years ago is coming out of her retirement for a return whirl in the supper clubs. The Howard Keels expect the new heir

around March 15.

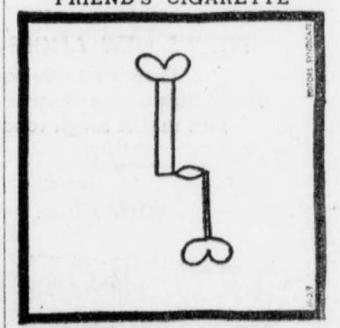
Joe Glaser, the agent, is a champion traveling man. Doesn't believe in phoning or wiring clients—has to tell it to them in person. Thus he flew to Switzerland to consult with Lionel Hampton, then to London to discuss American assignments with Noel Coward, planned back to New York, then to Las Vegas and then set off to Australia for a quick session with Louis Armstrong before he came to Palm Springs for an engagement at the Chi Chi.

(Distributed by King Features Syndicate)

DIVOTS

By AVERY ALLEN

"BUMBLEBEE LIGHTING FRIEND'S CIGARETTE"



At first glance this might seem to be an example of everyday politeness among Bumblebees. Not so. These two happen to be juvenile delinquents who're too young to smoke and who carry switchblade stingers and are planning to do out and mug a moth. Then they'll date up a couple of wild Honey Bees, get loaded on pollen and go back to the hive and make smart-aleck remarks to the Queen. Human juvenile delinquents can always blame their behavior on Television and Comic Books but there's no excuse for bees. They can't even blame their parents as bees don't have parents in the accepted sense. All I can say is "Bees will be Bees."

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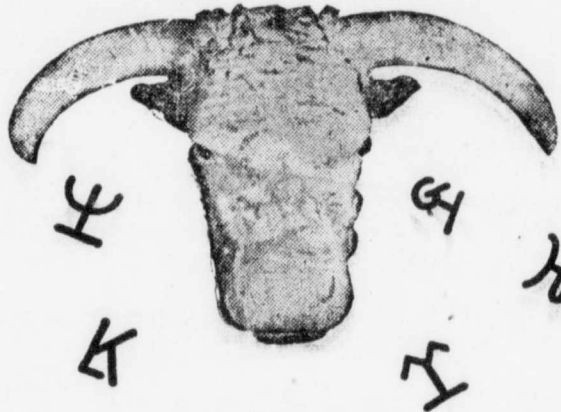
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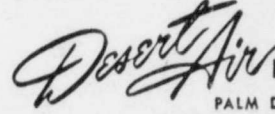


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COMPLETE MERCHANT'S LUNCHEON 95c

FULL 7 COURSE DINNERS — from 1.95

DELICIOUS BAR-B-Qd RIB DINNER 2.65

EASTERN TOP SIRLOIN STEAK DINNER 2.85

ROAST EASTERN PRIME RIBS OF BEEF 3.85

CHOICE NEW YORK CUT STEAK DINNER 4.25

Our Dinners Include: Soup du Jour, Crisp Mixed Green Salad Bowl with our deli-
cious Chi Chi Dressing, Green Vegetables, Baked Potato with Cheese Sauce and
Chives, Choice of Dessert from our own Bakery, Cheese Cake, French Pastry or our
famous Black Bottom Pie. Choice of Beverages.

PHONE 7391 Open for Luncheon from 11 A.M. FREE PARKING



1032 North Palm Canyon Drive

Tops in Food

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GEORGE & ETHEL STREBE,

Your Hosts

PERRY'S STEAK HOUSE

1450 N. Indian Ave
(At the Rossmore Hotel)

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The same Perry's from
Hollywood, Pasadena and
Beverly Hills.

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Serving Perry-Size Steaks
and our famous Perry's sour cream salad dressing.

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BREAKFAST — LUNCH and DINNER

— Cocktail Bar Open Daily —

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SOLOMON'S

Delicatessen and Restaurant
famous from Coast to Coast

SERVING BREAKFAST — LUNCH — DINNER

— No Finer Food Served Anywhere —

POPULAR PRICES

7 DAYS A WEEK — Open 10 a.m. to 1 a.m.

Food to Take Out

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HOLLYWOOD — CHICAGO
CANTONESE CUISINE — ORIGINAL RUM DRINKS

IN Palm Springs AT NORTH PALM CANYON AND VIA LOLA — PHONE 2061

DESERT HOT SPRINGS

By ENOLA HULBERT

Having bidden adieu to their last batch of holiday guests, Mr. and Mrs. Ben Corbin and their four adopted children, of Downey, and Dr. and Mrs. Paul Kornegay and two daughters, of San Pedro, as well as Mrs. H. C. Wilhelm, who has been a guest since before Christmas, the Dr. Le Roy Stewarts celebrated wife Jan's birthday Wednesday night, with dinner at Howard Manor, and a night on the town.

The "Pete" Pedersens are still celebrating Christmas! Their guests for dinner that day were Mr. and Mrs. C. C. Hasse of Altadena, (their daughter and son-in-law) and granddaughter, Sue, the Alexander Kaptors of Beverly Hills and daughter Andrea. Now, they have sent out invitations to a series of their famous Swedish "Glugg" parties.

Mr. and Mrs. Russell Tarbuton have waved farewell to their holiday houseguests, Mr. and Mrs. Birgit Tarbuton and children Glen and Betty, of Santa Rosa, Mr. and Mrs. J. Earl Howard of Las Vegas, and Mrs. Grace Leslie Eastman.

Mr. and Mrs. Joe Lukowski have not yet returned from Los Angeles, where they attended the combination New Year's Eve and home "housewarming" given by their daughter Alice, and husband Harry Johnson. Recent houseguests of the Lukowskis were Catherine Ritchie Rigg and Mabel Shields from Pennsylvania.

School Principal and Mrs. Joe Kanya entertained their friends at a New Year's Day Open House.

Mr. and Mrs. Gilbert Holloway spent Christmas at Palos Verdes with their younger son.

Ted Holloway, and his family. Mr. and Mrs. John Keil had twenty-four for a baked ham dinner at their "Circle K" Ranch. All were friends from Banning.

Sid and Jane Smith have bought property on Dillon road, and are frequent visitors to Desert Hot Springs. He is the producer of the Jimmy Durante TV shows. They plan on living here permanently when their home is built, while he will commute to Hollywood twice a week for the shows. Their daughter, Karen, age nine, carried the crown for the Queen, at the Rose Bowl Tournament.

Jim, son of Mr. and Mrs. Haidet, of Haidet's Hardware Store got a fourteen day leave from the Army and came home for the holidays. He returned to his camp at Huntsville, Alabama this week. Also home for the same period was Bill Stevenson, son of Mr. and Mrs. William Stevenson. The two boys, who went to school locally joined the armed forces together, and have remained together thus far.

A nice gesture of good will at the Christmas Season has just come to light. Each year, Mrs. Mary Tedford makes stuffed animals for the children in the Polio Ward of the hospital in Exeter. This year she made twenty felt horses and five cats for the little shut-ins.

Mr. and Mrs. Norman Bidwell have temporarily deserted Texhoma, Texas in favor of Desert Hot Springs. Mrs. Bidwell is the sister of Julia Stockwell.

Grace Parsons Harmon has returned from Los Angeles, where she celebrated Christmas with a group of friends who have not missed a holiday together for the past fifteen years. Twice, when Mrs. Harmon has been unable to go into town for the party, the large group has come out here to the desert, so that the record would not be broken.

Mrs. Lillian Woods had her brother, D. B. Stewart, from San Fernando Valley, with her for the holidays.

Mr. and Mrs. Charles Tipton have returned from a visit to their daughter and her husband, Mr. and Mrs. Francis B. Morgan of National City.

Abe Santoir has been re-elected, by unanimous vote, to the board of the Chamber of Commerce to fill the vacancy created by the resignation of Herbert Ecclestone. Mrs. Barbara Burns is the new secretary, replacing Edna Helvey, who also resigned recently. There will be an election of officers for the coming year, tomorrow, at which time the budget will be studied.

WALLET, CASH, LOST

Loss of a wallet containing \$100 in cash, six unsigned personal checks, driver's license and credit cards, was reported to police Saturday by Belmont Gottlieb of Beverly Hills.

The Desert Sun—6b
PALM SPRINGS, CALIFORNIA
Thursday, January 6, 1955

Denslows

DRESS YOUR TABLE
IN BEAUTY
with Colorful

California Modern
Dinnerware

16 pc. Service for 4
Four each: cups, saucers,
bread & butter plates,
dinner plates.

\$6.95
(in open stock—\$11.60)

Colors:

Wild Rose Pink — Charcoal
Pacific Turquoise
Sandalwood Grey
Detergent-Proof
Craze-Proof — Oven-Proof

Denslows

137 North Palm Canyon Dr.
PHONE 5732

JOIN VILLAGERS AND VISITORS FOR EACH

SUNDAY'S AFTER CHURCH RIDE and BRUNCH

Famous Cowboy Singers Entertain

Ride

Select your mount by phone or in person at any stable and have the horse ready for the two hour desert ride at the picket line on Indian Avenue, across from El Mirador hotel at 11 a.m. Ray Ryan and Trav Rogers lead the ride each Sunday.

Brunch

You need not participate in the ride but you will miss the time of your life if you miss the Sunday Brunch served from 11 a.m. until long after the riders return to join you in the Starlite Patio or dining room. Come as you are. Children welcome.

FRANK BOGERT, Manager

El Mirador HOTEL
PALM SPRINGS, CALIFORNIA
"Beneath the Tower of the Stars"

Thrifty WIN!

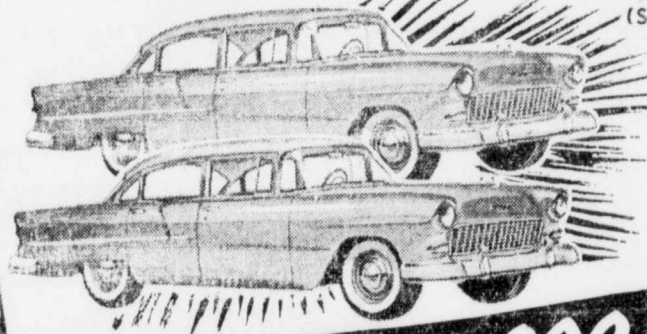
CUT RATE DRUG STORES

ONE OF 2
1955 4 Door
CHEVROLETS

(Served & Delivered by Fletcher Jones Chev., L.A.)

No slogan's to write, nothing to solve, no purchase necessary! Simply write your name & address on a Thrifty Cash Register Receipt or a reasonable facsimile (except liquor) and deposit it at your neighborhood Thrifty Drug Store. Subject to Rules Posted in Store.

DRAWING TO BE HELD AT THRIFTY DRUG STORE, LA BREA AND RODEO ROAD, LOS ANGELES, TUESDAY MARCH 1, 1955 at 8:00 P. M.



SEMI-ANNUAL \$2,000,000 CLEARANCE
PRICES GOOD THRU SUNDAY
... PLUS FEDERAL TAX



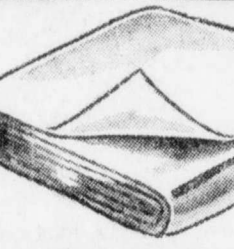
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EXCLUSIVE
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Prescriptions

Your Thrifty pharmacist is pledged to serve YOU. His skill and experience are your assurance that your prescription will be filled accurately and quickly and at moderate cost.

REG. 40c
NOXZEMA
SKIN
CREAM
33¢

REG. \$1.29
KEEPSIT
VACUUM
BOTTLE
Pint Size Capacity
89¢

\$2.29 VALUE
BIRDSEYE
DIAPERS
SUPER SOFT AND ABSORBENT
12 for \$1.59



\$2.98 Value
COTTON
SHEET
BLANKET
• FULL 70"x90" SIZE
Bleached white and colors, heavily napped on both sides
UNUSUAL VALUE!
\$1.99

1/3 OFF
ON ENTIRE STOCK OF
FASHION
JEWELRY
FEATURING PEARLS—RHINESTONES—TAILORED AND MANY OTHERS.
Choose from exquisitely designed earrings, bracelets and necklaces. Handsomely finished!
Hurry for Best Selection!

BORBRO
VITAMIN
B-12
100 MCG. TABLETS
69¢

BORBRO
VITAMIN
"A"
100 CAPSULES
25,000 UNITS
82¢

Box of 300, Limit 2
25¢ KLEENEX 2 for 35¢

Magic, Pint Tin, Limit 2
24¢ Cleaning Fluid ... 13¢

10c Pack of 30, Waxed, Limit 2 Packs
Sandwich Bag 2 pks. 13¢

USP Quality, 5 Grain, Limit 1
100 ASPIRIN 9¢

59c Decorated—Metal
WASTE BASKET. 44¢

Marvel, 40 Hour
\$1.98 Alarm Clock \$1.59

Green, 9 Ounce
Glass Tumbler 6 for 33¢

Box of 50 Pads, Limit 1 Box
BOOK MATCHES.. 9¢

REGULAR—89¢

ALL BRAND NEW 78 & 45 RPM
RECORDS

Featuring Such Artists and Bands as:

- Bing Crosby • Patti Page
- Lawrence Welk • Vic Damone
- Teresa Brewer
- Louis Armstrong
- Don Cornell
- Ella Fitzgerald
- The Gaylords

Your Choice
4 For \$1.00

Hard Milled
BATH
SOAP

EACH BAR WEIGHS
OVER 1/2 POUND!
3 BARS 29¢

McKesson's, Ammoniated
49c TOOTH POWDER 19¢

One Lather
29c RAYVE SHAMPOO 9¢

Hair Spray
\$1.25 50¢-SET 99¢*

Kings Men
\$1.50 Shave Lotion \$1.00*

FREE! 29c
HALO
SHAMPOO

With Purchase of Any Size
COLGATE
TOOTH PASTE

16c Size 27¢ 47¢
• ECONOMY SIZE .63c



FOUNTAIN GRILL

JUMBO
SHRIMP
& CHIPS

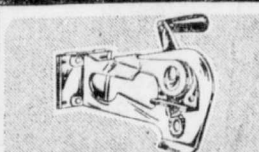
With Shoestring Potatoes,
Cole Slaw, Hot Sauce and
Roll and Butter.

59¢

PREPARED TO PERFECTION
BY SKILLED THRIFTY CHEFS!

79c BRACH'S
CHOCOLATE
COVERED
CHERRIES

POUND
BOX 59¢



\$1.79 Value
Wall Type
CAN
OPENER

PRECISION
MADE!
SAVE 80¢
99¢

49c GOLD BOND
DOUBLE EDGE
RAZOR
BLADES
• PACK OF 20
2 for 50¢



2 Yr. Old Calif. Field
Grown
ROSES

• Eclipse • Texas Centennial
• Confess • Vanda • Crimson
Glory • Angels • Moreau. Plus
Plus Choice of 11 Superb
Dependable Favorites.

69¢ 3
FOR \$2.00

FIRST QUALITY ONLY!
GRADE No. 1. COMPARE
THIS HIGH QUALITY

19c Value
MULTI-
STRIPED
TEA
TOWELS
• 14x26 INCH SIZE
3 for 29¢

\$3.98 VALUE
CENTURY
ELECTRIC
HEAT PAD
• 3-SPEED CONTROL
SOFT
DOWNY
COVER
\$2.69

Regular 98c
HOT WATER
BOTTLE
OR FOUNTAIN
SYRINGE
With All
Attachments.
YOUR CHOICE
69¢

COOKIE SALE!
JUMBO
COOKIES
Full
Pound 29¢
• Choice of 10 Varieties

• Chocolate & Vanilla
SUGAR WAFERS
• 49c Coconut
MACAROONS
YOUR
CHOICE
FULL
POUND 39¢

\$1.00 VALUE
RAYON MARQUISSETTE
CURTAIN PANELS
• 81" Lengths
Hemmed and
headed, all
ready to hang.
First quality! 2 for \$1.00
59¢ Ea.

\$7.95 Value WICKER
CLOTHES
HAMPER
• PEARLIZED TOP COVER
Well vent-
ilated, with
large capacity.
In smart white,
blue or green.
Save \$3.51!
\$4.44

LIQUOR VALUES

8 YEAR OLD
KENTUCKY TURF
KENTUCKY
STRAIGHT
BOURBON
FIFTH
GALLON \$3.69
A delightfully
smooth, mellow
tasting treat!
• 3 for \$10.59

6-YEAR OLD
Mellow Springs
BOTTLED IN BOND
KENTUCKY
STRAIGHT
BOURBON
FIFTH
GALLON \$3.98

Old Miner
DISTILLED
Dry Gin
• Fifth Gallon
\$2.69

YANKEE
CLIPPER
BLENDED
WHISKEY
FIFTH GALLON
\$2.79

OLD
VERDUGO
SWEET
WINE
FIFTH
GALLON
• Half
Gallon \$1.17
49¢



REG. 39c CERAMIC
ASH TRAY
or CIGARETTE

MODERN
DESIGN 29¢

REG. 6c
JOHN RUSKIN
CIGARS
• BOX OF 50

MILD
AND
MELLOW \$2.39

RUPPERT
Knickerbocker
BEER
12
OZ.
CANS 2 for 31¢

COLORADO
GOLD LABEL
BEER
12
OZ.
CANS 6 for 87¢

New Year Celebrants Crowd Village Night Spots



(Anderson Photo)

RACQUET CLUB was packed as usual on New Year's Eve with a gay crowd. Mr. and Mrs. Charles Farrell and Mr. and Mrs. William Powell, chat with Commander Marshall Beebe and Mary Jane Hicks as they dance by. Inset is Joan Davis, adding baked Alaska to the decor of a balloon.



(El Mirador Photo by Jim Frey)

EL MIRADOR main diningroom was a gala scene New Year's Eve, as guests watched a floor show which featured Ish Ka Bibble and danced to the music of Henry Busse and his orchestra. South Pacific Room, opened for the first time this season, was also filled to capacity and the crowd overflowed into the Kiva Room and the Starlite Patio.



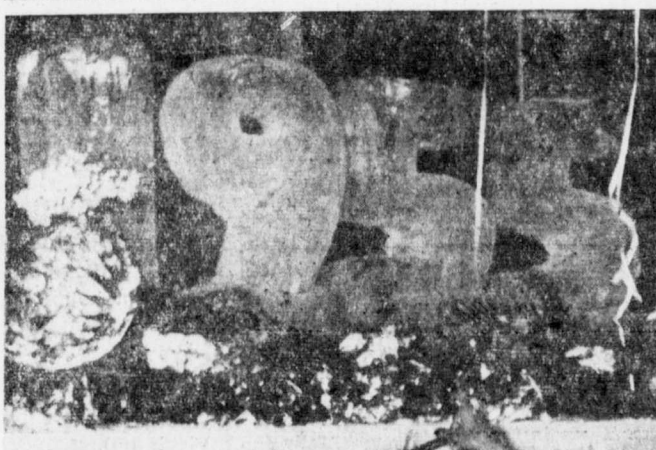
(Gayle Studio Photo)

NEW YEAR'S EVE was one of the gayest nights in Palm Springs history. Helping to make it so was the gay welcome to 1955 staged at Bob and Andrea Howard's fashionable hotel, Howard Manor. Among those who joined Andrea, left, in ushering in the New Year were: W. E. Ruser of Beverly Hills, Sidney Langfield and Mrs. W. E. Ruser.



(Anderson Photo)

YOUNG MR. SHOW BUSINESS Donald O'Connor watched 1955 arrive in Palm Springs and is shown here with the very attractive Gloria Noble.



(El Mirador Photo by Jim Frey)

1955 IN ICE topped the sumptuous New Year's Eve buffet table at El Mirador.



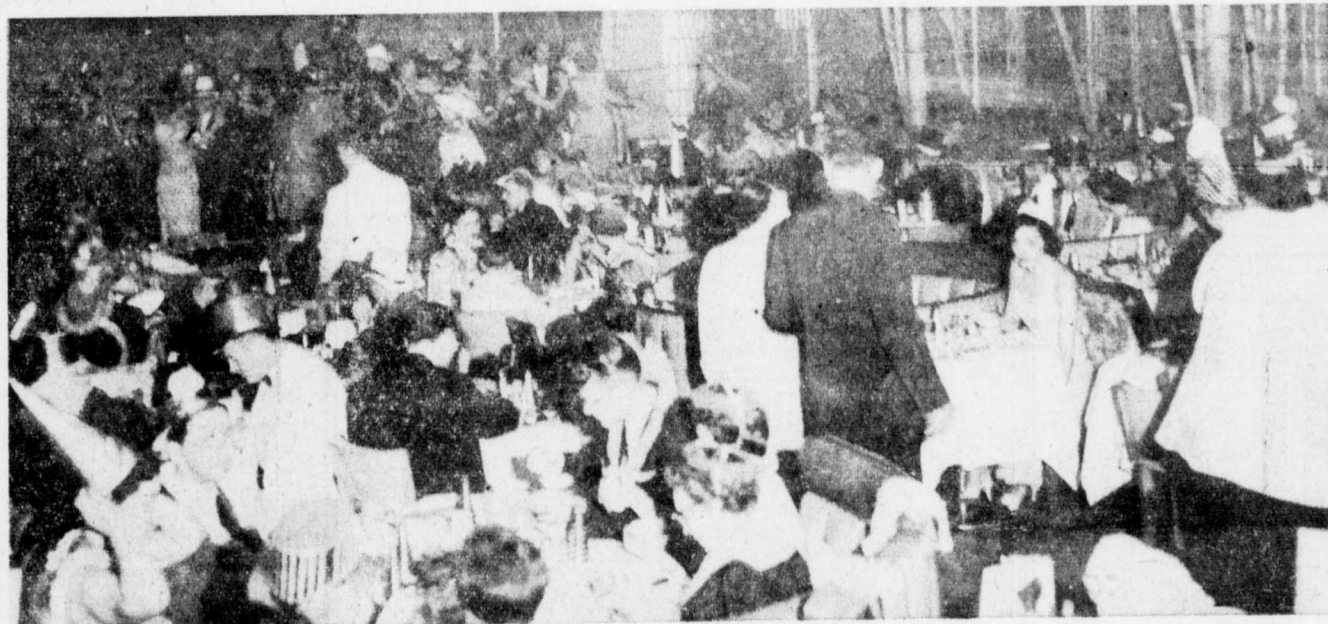
(Desert Sun Photo)

AMONG THE DINERS at Don the Beachcomber on New Year's Eve was Jesse L. Lasky, producer and one of the all-time Hollywood greats, third from left, with Mrs. Lasky and Mr. and Mrs. Carroll Cambern and Beachcomber manager Bud Bachtold.



(Desert Sun Photo)

TWO DANCERS pause to speak with Charlita the singer at the Saddle and Siroin's New Year's Eve celebration.



(Desert Sun Photo)

PAPER HATS, horns and other favors made the crowded Chi

Chi a colorful scene, as the capacity crowd watched the show and danced to the music of Bill Alexander and his band.



(Desert Sun Photo)

POSTMASTER Merritt Williams and his bride were among the dancers greeting the New Year at The Desert Inn.



(Desert Sun Photo)

AT THE DUNES, exchanging confidences, were Philip and Marilyn Osol of Encino, who were with a party dining there.



(Anderson Photo)

PARTY GOERS at Thunderbird New Year's Eve included Bill Cody who has stopped for a word with Harry Von Zell.



(Anderson Photo)

DANCING at The Tennis Club New Year's Eve were Mr. and Mrs. Harry E. Schlenz of Chicago. She is the sister of Belmont San Chez.



(Anderson Photo)

CELEBRATING New Year's Eve in Palm Springs were Movie Star Gloria DeHaven and her husband, Marty Kimmel, pictured at The Racquet Club.



(Desert Sun Photo)
MAKING PLANS for the March of Dimes fashion show luncheon to be held at the Racquet Club on February 15, are Mrs. B. H. Pollak, general chairman, and her committee. Pictured, left to right, front row—Mrs. Pollak, Mrs. George Wheeler, chairman of the 'Dime-and-Circle'; and Mrs. George Ripley, decorations chairman. Standing, left to right—Mrs. Earl Hough, prizes; Mrs. Charles Travers, tickets; Mrs. John Wagoner, seating arrangement; Mrs. Frank Chalfont, reservations. Ticket No. 1 to the Dime-and Circle went to Mrs. Harold E. Murphy, who was the first to send in \$25 for this worthy cause.

Around Town

with Hildy Crawford

January that was named for Janus, the two-faced one . . . probably because it looks back on the old year . . . and ahead to the new one . . . would have been better off as twins . . . This is such a busy month . . . Take a look at the coming weekend . . . with the Waldo fashion luncheon Saturday afternoon . . . and the Golden Nugget Ball that night . . . both at El Mirador . . . Sunday is the housewarming of Miss Lily Pons' new home . . . And on Monday and Tuesday nights . . . is the double-barrelled opening of the Playhouse . . . followed on Monday night by the Sponsors Ball at El Mirador . . . and preceded on Tuesday night . . . by the First Nighter dinner at the Racquet Club . . . Twins might just about make everything . . .

Chinese Palace

Sunday afternoon is starred on the calendar . . . for those lucky enough to be invited . . . to the housewarming of Lily Pons' new Chinese palace in the Cahulla Hills . . . Hawaiian torches will flare on the hillside . . . Don the Beachcomber will cater the party . . . and George Kainapau and his Hawaiian Serenaders will make their first return appearance of the season . . . Some guests are flying here for the party . . . including that renowned hostess and former Ambassador Perle Mesta of Washington D.C. . . . and Mr. and Mrs. Jack Hays from Memphis . . .

Danny Kay, Clifton Webb, Irene Dunne, Merle Oberon and her husband Dr. Rex Ross . . . are on the guest list . . . as are Louella Parsons and Jimmy McHugh, Hedda Hopper, Cobina Wright . . . Mr. and Mrs. Harold Grievess (she the former Jetta Goudal), Miss Ella Lee, Margaret and Al Hill, owners of the Garden of the Gods Club, the Whitney Warrens of Burlingame, George Camerons of San Francisco . . . John and Audrey Gillin of Dallas . . . Lee Anderson . . . Among Palm Springs invited are . . . the Paul Trousdale, Ray Ryan, the William Perlberg . . . Sam Taylors, Bill Bogges, George Barrett, Charles and Virginia Farrell, Mr. and Mrs. John Galois, Ruth Hardy . . . Mr. and Mrs. Florian Boyd, the John Dawsons, George Wheelers, Asher Levys . . . Marj Pohl, Bill and Hildy Crawford . . .

It's a Boy

Grandmother Lillian MacCarthy called me from Los Angeles . . . to tell me that Lorraine MacCarthy Hogan's baby arrived on December 30 . . . It's a perfect little boy with blonde hair and dark blue eyes and dimples . . . and weighs seven pounds eight ounces . . .

Mrs. Austin McManus was luncheon hostess at The Tennis Club Sunday . . . entertaining for Mr. and Mrs. Lloyd Tevis of San Francisco . . . The pretty Mrs. Tevis is the former Nona Lake, daughter of Harry Lake, one of America's leading bankers and owner of 160 acres north of Thunderbird . . . The Tevis family is one of San Francisco's oldest . . .

The Howard McKays of Atherton . . . and Miss Mary Fokett of the Playhouse cast . . . are houseguesting with Mr. and Mrs. John Luccareni . . . The McKays will be here all party) of Chicago, Mr. and Mrs. Belmont Sanchez, Mrs. Schlenz is the sister of Mr. Sanchez . . . Among others in the crowd were Mr. and Mrs. Harold P. Cooper of Los Angeles, Dr. and Mrs. P. W. Seals of Los Angeles, Mr. and Mrs. Harry Clatworthy, S. F. Ellerton and Miss Jan King, and many, many others.



PALM SPRINGS
Biltmore
 1000 INDIO ROAD PHONE 2357

Twin Openings

Two Smart Social Events Open Playhouse Season

With Palm Springs Playhouse opening next week for a 14-week season, theater lovers are looking forward to two big nights, Monday and Tuesday.

On Monday night Producer Herb Rogers will stage a preview performance of the opening play "My Three Angels," which will be followed by the gala Sponsors Ball at El Mirador. This is for sponsor-members only and many of Palm Springs leading hostesses have planned tables for the Sponsors Ball. Mrs. William B. Malouf is general chairman for the Ball and Mrs. Stewart Williams is in charge of reservations, which are limited to 400 because of the seating capacity of the Playhouse.

Opening night at the Playhouse is on Tuesday, January 11, following the first of the First Nighter dinners, which will be held at the Racquet Club with Mrs. Thomas Fleming as hostess. The opening and the First Nighter dinner are open to all theater lovers, but reservations should be made by calling the Playhouse Guild headquarters at 2595.

The Playhouse will open its doors at 7:30 on Monday evening as all ceremonies, including the broadcast, will be held indoors this year. A number of celebrities will be in the audience that night.

In addition to reservations previously listed for the Sponsors Ball, are the following hostesses and their parties:

Mrs. Lee Anderson will be hostess to a party which will include Miss Lily Pons, Mr. and Mrs. Al Hill of Dallas (they own the Garden of the Gods Club), Mr. and Mrs. Alfred Hunt, Mrs. Cobina Wright, Mark Boyd, Miss Audrey Gillin of Dallas and Bel-Air, John Gillin, Mr. and Mrs. Alphonzo Bell, Miss Louella Parsons and Jimmy McHugh.

With Mr. and Mrs. Frank Bennett will be Dr. and Mrs.

Guild Luncheon at Tennis Club

The annual meeting of the Guild of St. Paul's in the Desert will be held next Tuesday, January 11, at the Tennis Club at 12:45 p.m.

All members are invited for luncheon as guests of Mrs. Edward Maggard and Mrs. Dorothy Hoover. Those who find that they will be unable to attend should notify either of their hostesses or the Guild President, Mrs. Charles Dant.

Every member is urged to attend this meeting, as new officers for the coming year will be elected.

At Maloufs

One of the nicest of the holiday parties . . . was the one given by those perfect hosts . . . Billy and Vicki Malouf . . . honoring their distinguished visitors from San Francisco . . . Mayor and Mrs. Elmer Robinson . . . and the Victor Rous . . . (More on Page 5c)

TWEEDS-WEEDS
 Importers
Italian
Scarves and Ties
 1073-5 N. Palm Canyon

The Desert Sun—2c
 PALM SPRINGS, CALIFORNIA
 Thursday, January 6, 1955

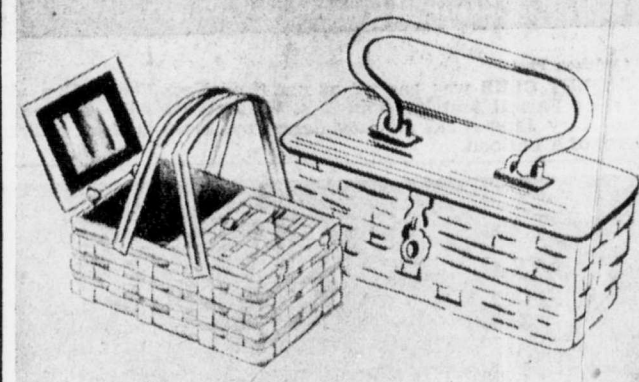
The only trouble with "laugh and grow fat" is that when you do it, there's nothing to laugh at.—Indianapolis Times.

WONDERFUL NEW EASY-TO-DO PIN-CURL PERMANENT



\$150 PLUS TAX
 BY PROCTER & GAMBLE
 Perfect for new, shorter hair styles . . . gives that softer, lovelier picture—pretty look!

S&H GREEN STAMPS
Ramon
 Friendliest Store in Town



Gold or Silver-toned Woven Basket Bags \$10.98* and \$15.98*

The most important handbag ever to appear on the fashion scene.

Worn with cottons or casuals any time of day and to strike a glow against an evening ensemble.

Adrian's Gift Shop

134 S. Palm Canyon Dr. — next to Plaza Theatre

Open Sundays, and of course, no additional charge for our beautiful gift wrapping.

* plus 10% Federal Tax



PALM SPRINGS PLAYHOUSE

At the Polo Ground Pavilion on Sunrise Way

OPENING NIGHT JANUARY 11

HERB ROGERS PRESENTS:

"MY THREE ANGELS"

with

Helen Stenborg — Steve Coit Mary Fokett — Sid Breese

Staged by Michael Ferrall

Play starts 8:40 P.M.

Tel. 5606 for Reservations

FIRST NIGHTER DINNER

The Racquet Club

6:15 P.M.

\$4.50 including tax and tip

Tel. 2595 for Reservations

SAVE 30%

ON THE MID-SEASON
 SPECIAL SALE

COATS SWEATERS CAPES
 DRESSES

at COST and BELOW COST

Also a Group of Imported

FRENCH HAND BAGS & PERFUMES

PETIT PARIS

274 NORTH PALM CANYON DRIVE

PHONE 2418

— Free Parking in Rear —

Phone Company Hosts Employees

California Water and Telephone company of Palm Springs entertained 75 employees of their organization at a New Year's Eve party at the B-Bar-H Guest Ranch.

There was a capacity crowd for the New Year's Eve Western Dance, with dancing to the music of Steve La Rue and his Saddle Mountain Boys.

Glamorize Your Home

With The Furnishings You Have

Eleanor Germeaux

INTERIOR DESIGN

PROFESSIONAL COUNSEL ON A MODEST FEE BASIS

Palm Springs 8-4413

Palm Desert 76-4341

The more inviting your home, the richer your life



Just received a new shipment
of the
Teenagers favorite

Wondamere Sweaters

mary helen teens

174 NORTH PALM CANYON DRIVE

in The Center

"Floor Beauty Is Economy"

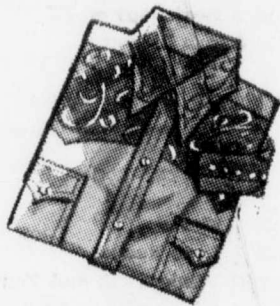
GEORGE MEREDITH
Floor Refinishing

Phone 4592 — Box 1033 — Palm Springs

For your listening pleasure, tune in:
"My Caravan"

On KPAL — 1430 on your dial
Sundays 2 - 3

For the
Golden Nugget Ball
You'll
want
WESTERNS



And Scott's is the place you'll find an
amazingly beautiful large selection of
Westerns for the whole family.

Also mighty fine sportswear

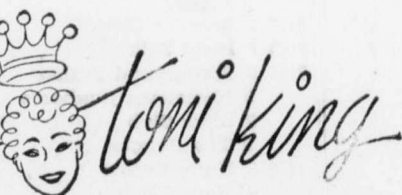


Hiway 111, Cathedral City

PHONE 8-4573

Open 7 days a week from

9 A.M. 'til 7 P.M.



Coif Shop in the Oasis Building

121 South Palm Canyon Drive

Room 1 and 2, Second Level

Introducing

"Life" Permanents by staff from \$15.00
Hair colouring from \$8.50
Shampoo and Wave from \$3.50

Telephone 2276

Gala Golden Nugget Ball on Saturday Highlights 3 Days of Fun in Sun

"The Days of Old, the Days of Gold" will live again at El Mirador Saturday night with El Mirador Room overflowing with costumed belles and their escorts in Western attire for the

Golden Nugget Ball.

The highlight of the "Three Days of Fun in the Sun" of the big annual Jimmy McHugh Polio Foundation benefit, it will bring weekend guests here from all over the country.

Announcement was made today that Connie Moore will sing at the Golden Nugget Ball and dancing will be to the music of Freddie Karger and his orchestra.

Mrs. Nina Anderton (president of the Jimmy McHugh Polio Foundation) will have at her table, Dr. and Mrs. Hugo Kersten. Dr. Kersten heads the Hollywood Cancer Clinic which this year joins the Polio Foundation as a beneficiary of the charity affair. Other guests of Mrs. Anderton will be: Dr. and Mrs. Everett Lambertson, Mr. and Mrs. Martin von Dehn, Mr. and Mrs. Eugene de Silva, Mr. and Mrs. Douglas Parmentier, the John McCarthys, Walter Richards, Jack Wrathers, Dr. and Mrs. Charles Carpenter, Lawrence Godins, George Silsbee, Lowery Lytles, Edward Bosbyshell Jr. and Mr. Waldo (the well-known couturier who will stage Saturday's luncheon style show.)

Mr. and Mrs. William Malouf will have as their guests Mr. and Mrs. Art Linkletter, Mr. and Mrs. Arthur Bergh, Mr. and Mrs. Earl Callan, Mr. and Mrs. Monte Herbert, Mr. and Mrs. Tom Malouf.

Mrs. Lee Anderson, vice president of the Foundation, will be hostess to Miss Lily Pons, Ray Ryan, Mrs. Pat Smart, Mrs. Harry Macy, Miss Louella Parsons, Jimmy McHugh, the Donald Nelsons, Paul Trousdale, Mr. and Mrs. Dwight Hirsch, the Alphonzo Bells Jr., Miss Audrey Gillin, the Al Hills of Dallas, Mr. and Mrs. William Larrabee and Miss Sharmar Douglas.

Other well-known hostesses will be: Mesdames Edwin Fallgren, Richard Rand, Al Hunt, Gavin Herbert, Omar Fareed, Sam Taylor, Joe Froggatt, Ralph Pace, Max Shapiro, Guy Ward, Rulon Free, Harry Joe Brown, Frank Bogert, Howard Morris, and many, many more.

Miss Wallace is Holiday Bride of W. C. Smith

Holiday colors predominated at the wedding of the former Miss Dorothy Marie Wallace to Wilburn Carl Smith on Sunday afternoon, December 26, at the Palm Springs Community church, with Dr. James H. Blackstone Jr. officiating.

Their parents are Mr. and Mrs. Dewey D. Wallace, who have been residents of Thousand Palms for thirteen years, and Mr. and Mrs. Joseph C. Smith of Orlando, Florida.

White lace and net over slipper satin fashioned the bride's floor length gown, with tiny pearls adorning the bodice and sleeves. She wore a finger tip silk illusion veil edged in lace, with rows of seed pearls on the halo head band. For "something old," the bride carried a Bible covered with white satin, with a white orchid and a shower of white satin ribbon. The Bible belonged to her paternal grandmother.

Miss Joan Wallace was her sister's honor attendant, and Miss Jemma Reid, a cousin, was junior bridesmaid.

Dewey Wallace Jr. was best man, and Charles Baker and Dick Blackstone served as ushers. Mrs. Lois Lux was organist, and Miss Mary Jean Lennie was soloist.

Following the wedding, attended by 100 guests, a reception was held for the couple at the Thousand Palms Community Chapel.

The bride and the bridegroom have been attending Whitworth College in Spokane, Washington. They will reside at Thousand Palms after the first of February.



(Desert Sun Photo)
A LUMINARY among holiday parties was the one given by the Billy Maloufs for their houseguests from San Francisco. Seated, left to right, are Mrs. Victor Rousseau, Mrs. Elmer Robinson and Mrs. Malouf. Standing, from left, Billy Malouf, Mayor Elmer Robinson and Victor Rousseau (chairman of the utility commission in San Francisco).

Social and Club CALENDAR

(Clubs and organizations
are invited to call in calendar
dates).

January 6

Bridge - Canasta luncheon,
Tennis Club, 12:30.

Palm Springs Shrine Club in-
stallation dinner, Chi Chi
Lions Club, Chi Chi Star-
lite Room, noon.

Los Compadres, clubhouse,
8 p.m.

January 8

Fashion Show Luncheon, El
Mirador, 12:30 p.m.

Golden Nugget Ball, El
Mirador.

January 10

Woman's Club dessert card
party, clubhouse, 1 p.m.

Preview Performance, Palm
Springs Playhouse, 8 p.m.

Sponsors Ball, El Mirador,
after theater.

P.S. Chapter D.A.V., Legion
hall, 8 p.m.

January 11

Women's Circle of Community
church, Church Sanctuary,
2 p.m.

St. Paul's Guild luncheon,
Tennis Club, 12:45 p.m.

Soroptimists, Chi Chi Star-
lite Room, noon.

Kiwanis, El Mirador, noon.

Opening Night, Palm Springs
Playhouse, 8 p.m.

First Nighter Dinner, Racquet
Club, 6:15 p.m.

January 12

Rotary Club, Tennis Club,
noon.

Los Compadres Dance Welcomes in the New Year

Los Compadres members
welcomed in the New Year with
a dance at their clubhouse,
which had been transformed
for the holiday season by
decorations arranged by Corinne
Campbell and her committee.

Lynn Davidson arranged for
the entertainment and Presi-
dent Cliff Campbell called the
square dances. A buffet was
served at midnight under the
chairmanship of Billie Moscovy.

Los Compadres will hold
their monthly meeting this
evening at eight o'clock at the
clubhouse.

Don Finlayson, costume de-
signer and head of the Artists
Embassy of San Francisco, will
be a weekend houseguest of
Mrs. Alice Bidwell and her
mother Mrs. Pearl Walpole
Black at 1363 East Ramon. An-
other visitor, expected to ar-
rive about the same time, will
be the Turkish dancer Pedro of
San Francisco.

New Years Eve Celebration at Racquet Club is Merry

Youthful 1955 was welcomed
with a round of merriment not
only at the Racquet Club's
annual New Year's Eve party,
but throughout the long holi-
day weekend.

When the lights dipped at
the Club's New Year's Eve
party at the midnight hour to
announce the arrival of 1955
the merry shouts of "Happy
New Year" mingled with the
nostalgic musical strains of
"Should Auld Acquaintance Be
Forgot." The party was termed
the "best New Year's ever" by
the some 400 members and
their guests who were on hand
for this 20th celebration of the
changing of the year at the
Racquet Club.

Among the many on hand
were Mr. and Mrs. Nate Mil-
nor whose guests for the
happy occasion were Mr. and
Mrs. James French and Mr.
and Mrs. Eduardo Pimley, who
divide their time between their
home in Rome and the desert.

Alphonzo and Betty Bell's fol-
low celebrators included Margo
and Dwight Hirsch, Paul and
Jean Trousdale, Jack and
Bunny Wrather, the Kenneth
Simpsons, Miss Audrey Gillin,
and her brother John Gillin.

The large no host table
headed by Mr. and Mrs. Edwin
Earl, saw Mr. and Mrs. George
Rowan, Mr. and Mrs. Jack
Strauss, Mr. and Mrs. Charles
Fairbanks, Mr. and Mrs. Robert
Vaillancourt, the William
Paus, Secondo Guastis, Miss
Julia Fleet and George de
Peyster in that group.

Mrs. Alexander Marcuse had
at her table Mr. and Mrs. A. R.
Simon, Mr. Gerald Simon, Mr.
and Mrs. Montague Herbert,
and Mr. and Mrs. E. H. Robert-
son. Grace Pope's guests in-
cluded Miss Selene Walters,
Mr. Ed Bosbyshell, and Mr. and

Mrs. Robert Sherman among
others.

Guests of Mr. and Mrs.
William Malouf included Mr.
and Mrs. Oliver Rousseau,
Mayor and Mrs. Elmer Robinson
of San Francisco, Mr. and Mrs.
Fred Mitchell, Mr. and Mrs.
Kenneth Kirk, Mr. and Mrs.
Tom Hamilton, and Mr. and
Mrs. John Costello.

With Mr. and Mrs. Gordon
Prentice were Mr. and Mrs.
Thomas Bannon, Mr. and Mrs.
Arnie Ibersen, Mr. and Mrs.
Carl Williams, and Mr. and
Mrs. Phil Meyer.

Lt. Owen Owens, who was
vacationing in Palm Springs
with his family, was host to
Miss Lenni Johnson and Mr.
and Mrs. Harold Ellis. The
Ellises (she the former Ginny
Roach) were on their honey-
moon, following which they
will make their home in Palo
Alto.

Mr. and Mrs. Charles Farrell
entertained Mr. and Mrs. Wil-
liam Powell and Commander
Marshall Beebe, while guests
of Mr. and Mrs. Max Factor
included Miss Joan Davis, Mr.
and Mrs. Harry Friedman and
Mr. Danny Elman.

Mr. and Mrs. Harry Joe
Brown, Mr. and Mrs. Jake Ehr-
lich and Mr. and Mrs. Carol
Lynch were among those at
Mr. and Mrs. Stewart Hopps'
table.

With Mr. and Mrs. Eastman
Markell were Mrs. Fred Clam-
pitt, Mr. Dutch Smith, Mr. and
Mrs. Jack Kenaston.

Mr. and Mrs. James L. Carter
were weekend guests of Mr.
and Mrs. Raymond DeLuca of
Los Angeles. Mrs. DeLuca is
better known as Jolly of Cali-
fornia (women's fashions).

Drama Trio Presents Show at Woman's Club Meeting

An unusual program was
presented at the regular meet-
ing of the Palm Springs Wo-
man's Club Monday afternoon
when the Drama Trio staged
the play "Roger Williams and
Mary."

This talented group from the
University of Redlands per-
forms without costumes or pro-
perties, relying entirely on
vocal and pantomimic skills.
The cast consists of James
Cavener, Narrator; Kenneth
Topping who plays Roger Wil-
liams and Leticia Palmer as
Mary. The Trio is under the
direction of Albert Johnson,
professor of drama at the Uni-
versity of Redlands.

Preceding the program a
business session was conducted
by Mrs. Boyd Andrews, club
president.

Mrs. William H. Eisenman
was tea chairman and had as
her assistants Mesdames Thomas
T. Aldwell, Walter H. Adams,
N. H. Beebe, T. F. Murphy and
Miss Patricia Dyal. The beau-
tiful decorations were the work
of Mrs. Ralph Shelley.

Mrs. McKee Hostess at Open House

Carrying out the color scheme
of her blue adobe home at
1011 El Alameda, Mrs. Homer
McKee chose a pale blue
Christmas tree with lights and
ornaments this season. The
beautiful tree, the Christmas
wreaths and gilded pine cones
made her home a delightful
spot Saturday evening when
she invited a number of friends
to drop in and see her tree. Two
lighted trees by the entrance
greeted the arriving guests.

The refreshment table was
spread with a red satin cloth
and urns and candelabra made
it festive.

Mrs. McKee's granddaughter
Diane Cross was down from
Los Angeles and helped greet
the guests, who included: Mr.
and Mrs. Charles Becker, Mr.
and Mrs. Edward Maggard,
Miss Muriel Fulton, Mr. and
Mrs. William B. Malouf, Mrs.
John Lapp, Mr. and Mrs. Har-
rison Leussler, Grace Pope,
Selena Walters, Julia Fleet of
La Jolla, the Frank Camps,
George Wheelers, Arthur Bail-
leys and daughter Bea, Mrs.
Dorothy Hoover and son Bud,
Dr. and Mrs. Henry Reid, Mrs.
Dora Clark, and the Will
Wrights of Sacramento.

The Desert Sun-3c
PALM SPRINGS, CALIFORNIA
Thursday, January 6, 1955



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(Anderson Photo)
A GALA CROWD greeted the New Year at The Tennis Club. The party shown here, left to right, Mrs. Lewis Kingsley of the Kingsley Printing Press fortune, Mr. W. Waken of San Francisco, Mrs. Waken and Mr. Kingsley. Waken is the Flower King of the City by the Golden Gate. All were guests at the Club bungalows. The Kingsleys leave soon on a world tour.



(Anderson Photo)
MERRYMAKERS at Thunderbird's New Year's Eve party included these two popular Thunderbird members Mr. and Mrs. J. Ross Clarke II.

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Notables Visit in Rancho Mirage

Among the guests at the Sun Dial at Rancho Mirage are Mr. and Mrs. Ralph Rule and their three daughters Louise, Elaine and Jean, of Toledo, Ohio. He is president of the A.P. Parts Manufacturing company for the Ford Motor company.

Also there are Mr. and Mrs. Edward T. Koford of Santa Rosa (he is one of California's outstanding attorneys). Visiting Mr. Koford and also relaxing in the sunshine was District Attorney William O. Mackey of Riverside.

Down from Northern California are Mr. and Mrs. George H. Payne and their private secretary Mary Robertson. Mr. Payne is president of the Bay Meadows Racing corporation, a publisher, and former member of the California Horse Racing Board.

Mrs. Lapp Speaks on Playhouse

Mrs. John Lapp, a director of the Palm Springs Playhouse Guild, spoke on the history of the Guild, a civic, non-profit organization, and said its chief aim is to promote the theater in Palm Springs, when she addressed Soroptimist Club at their Tuesday luncheon at Chi Chi. Soroptimist Club is among the civic groups helping in the sale of books of season tickets to the Playhouse.

Mrs. Lapp was presented by Lucile Johnson, president of the Soroptimist Club, and announced that next Tuesday's meeting will be devoted to study of by-law changes as recommended by the Banff conference, and will be in charge of Eileen Carey, by-laws chairman.



JUST RETURNED from a Hawaiian holiday, Mr. and Mrs. Terry Ray are shown relaxing in Honolulu, where they were wined and dined by Don the Beachcomber, on left. A former movie star, Ray first went to the islands in 1929 with Mae Robson as leading man for the Willbur Players.

PALM DESERT By LOU KUEHNER

CORONATION NIGHTS
Shadow Mountain club next Monday will renew its "Coronation Night" programs at which a queen will be crowned. The selection for the honors will be from those present.

Coronation Nights will be held each Monday night for the next ten weeks.

Heading the committee is Mrs. Edward Sergeant and on the committee with her are Mmes. Bobbie Reichert, Hal Kapp, Charlotte Steward, Stewart Trumbull.

Clare E. Johnston, social director at the club, is assisting the committee.

Browns of La Quinta.

PALM DESERT BRIEFS
Helping to bring in the New Year were the Jerry Malones and their guests at their annual New Year's Eve party at their home. Guests present included Messrs and Mmes. Jack Burgess, Jerry Goods, Drexel Cooper, Harry Weimar, Monte Wenck, Stanley Ring, and Clarence Bosworth. The Milton Pages also encouraged the New Year with a little celebration. Victims to the Pages' games and hospitality were the Jens Harboes, Dan Conleys and the Dewey Browns. Mr. and Mrs. Jim Harstad had a small but jovial New Year's Eve party with the Alden Coffins and the Bill Kuehnes. The party included dinner and the usual merriment. The Harstads also hosted a party at their home on Sunday, January 2 for cocktails. Among the invited guests were the Otto Allgoewers, Messrs and Mmes. Harold Davis, Tom Brown, Bill Brooks, George Holstein, Gene Roberts, John Dawson, Forrest Bowers, Ray Stager, Don Cameron, Si Slocum, Harry Weimar, Bill Kuehnes, Bill Dotys, Walter J. Brunmark, Richard Hanousek, Harrison Fisher, Dan Callahan. Also invited were Miss Edith Eddy Ward, Charlotte Steward, Bobbie Reichert, Liz Allison, Tom Colby, the Adolph Bremers and Charles Millkens.

50TH ANNIVERSARY PARTY

California Electric Power Company's Palm Desert office at 45-100 Larkspur Lane, held an open house Thursday, marking the company's 50th anniversary.

The celebration featured refreshments in the form of punch and cake, and continued from 1:30 p.m. to 4:30 p.m. It was open to all Calelectric customers and friends as were all such similar parties held at the various offices throughout the system.

The principal power sources of the Calelectric Company today are hydro plants on the High Sierra slopes, a 100,000 kilowatt steam electric generating plant at Highgrove and Hoover Dam.

PROGRESSIVE PARTY

One of the gayest of Christmas parties in Palm Desert during the holidays was that of the group that first met at the home of the Henry La Forgues in Palm Springs for cocktails and exchange of gifts. The party then proceeded to the home of the Earl Arnolds, then to the home of the Amos O'Dells and finally wound up at the home of the Leland Quicks who had come over the hill from Del Mar. (Quick was the founder and first president of Shadow Mountain Park, Inc., owners and operators of the Shadow Mountain club).

Shortly after eight o'clock the party adjourned to the Shadow Mountain club where a turkey dinner and dancing were enjoyed by the group. In addition to those mentioned, the group included Mrs. Evelyn Sahland with her daughter, Olive Dynas, and the Stanley

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Vitamin C 100 Milligrams	Biotin 20 Micrograms	Manganese 7.5 Milligrams	
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Nicotinamide 80 Milligrams	Levon Peol Infusion (Vitamin P Concentrate) 30 Milligrams	Molybdenum 0.4 Milligram	
Calcium 10 Milligrams	Chlorophyll 5 Milligrams	Copper 0.2 Milligram	
		Zinc 0.5 Milligram	
		Potassium 4.0 Milligrams	
		Fluorine 0.5 Milligram	

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Television Schedule

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THURSDAY	FRIDAY	SATURDAY	SUNDAY
MORNING 6:55 2 Give Us This Day 7:00 2 Panorama Pacific 7:00 2 Seven to Eight 8:00 4 Today—Dave Garraway 8:55 2 Carson's Coffee Break 9:00 2 Family Fun Time 9:00 2 Uncle Archie 9:00 2 Breakfast Club 9:30 2 Eisenhower 9:30 2 Eisenhower 10:00 4 Ding Dong School 10:30 2 Welcome Travelers 10:45 4 Three Steps to Heaven 11:00 2 Robert Q. Lewis 11:30 2 Linkletter's Hse. Party	MORNING 6:55 2 Give Us This Day 7:00 2 Panorama Pacific 7:00 2 Seven to Eight 8:00 4 Today, Dave Garraway 9:00 2 Family Fun Time 9:30 2 Garry Moore—Variety 9:30 4 Pixie Platter Parade 10:00 4 Ding Dong School 10:30 2 Welcome Travelers 11:00 2 Robert Q. Lewis 11:30 2 Linkletter's Hse. Party	MORNING 9:55 2 Give Us This Day 10:00 2 Youth Takes a Stand 4 Happy Feltons Gang 10:30 2 What in the World 11:00 2 News 4 Funny Boners 11:15 2 Psychology on TV 11:30 4 Tom Corbett 5 Movie 12:00 2 Big Ten Basketball 4 Pro Basketball Game	MORNING 9:25 2 Give Us This Day 9:30 2 Light of Faith 10:00 2 Lamp Unto My Feet 4 Youth Wants to Know 10:30 2 Look Up and Live 4 Catholic Hour 5 In God We Trust—Prot. 11:00 2 News 11:15 2 Operation Safety 11:30 2 Meet the New Senators
AFTERNOON 12:00 2 The Big Payoff 12:30 2 Tennessee Ernie Ford 12:30 2 Bob Crosby 4 Feather Your Nest 1:00 2 Brighter Day 4 Movie—Crime 1:30 2 On Your Account 1:45 9 Crosby's Calling 2:00 2 Garry Moore 2:15 9 Mama Weiss, Cooking 2:30 2 Portia Faces Life 2:45 2 Road of Life 2:55 9 News 3:00 2 Family Fun Time 4 Greatest Gift 9 Queen for a Day 3:30 2 Strike It Rich 4 One Man's Family 9 Lie Detector Derby 4 Valiant Lady 4 Hawkins Falls 5 The Toy Maker 7 Kukla, Fran and Ollie 9 Bill Stulla Show 4:15 2 Secret Storm—Serial 4 First Love—Serial 7 Dusty Walker 4:30 4 World of Mr. Sweeney 5 Movie 5:00 2 Space Funnies 9 Pinky Lee 5:30 2 The Little Rascals 4 Uncle Archie 7 Jack Owens	AFTERNOON 12:00 2 Big Payoff—Quiz 4 Tennessee Ernie Ford 12:30 2 Bob Crosby 4 Feather Your Nest 1:00 2 Brighter Day 4 Movie 1:30 2 On Your Account 2:00 2 Crosby's Calling 2:15 9 Mama Weiss, Cooking 2:30 2 Portia Faces Life 2:45 2 Road of Life 3:00 2 Family Fun Time 4 Greatest Gift 9 Queen for a Day 3:30 2 Strike It Rich 4 One Man's Family 9 Lie Detector Derby 4 Valiant Lady 4 Hawkins Falls 5 The Toy Maker 7 Kukla, Fran and Ollie 9 Bill Stulla Show 4:15 2 Secret Storm—Serial 4 First Love—Serial 7 Dusty Walker 4:30 4 World of Mr. Sweeney 5 Movie 5:00 2 Space Funnies 9 Pinky Lee 5:30 2 Little Rascals 4 Uncle Archie 7 Jack Owens	AFTERNOON 1:00 5 Movie 1:30 2 Lone Ranger 2:00 2 Winky Dink and You 4 Sports Roundup 5 Movie 2:15 4 Golf 2:30 2 Contest Carnival 3:00 2 Learning '54 5 Movie 3:30 2 Charlie Chase Comedy 4:00 2 Movie 4 Halls of Science 9 Your Navy Hour 4:30 7 Rin Tin Tin 5:00 2 Chronoscope 4 American Inventory 7 Smilin' Ed McConnell 5:15 2 News 5:30 2 Pet Showcase 4 American Forum 7 Space Patrol 9 Movie	AFTERNOON 12:00 4 Golf 5 Ask the Doctor 12:30 2 Adventure 4 Zoo Parade 1:00 2 American Week 4 Mr. Wizard 5 Movie 1:30 2 The Search 2:00 2 Omnibus 4 This is the Life 7 Super Circus 9 Movie 2:30 4 Teen-Age Trials 3:00 4 Get the Facts 5 Movie 3:30 2 Cavalcade of Books 4 Norvell Gillespie 3:45 9 Movie 4:00 2 Chronoscope 7 Gordon's Garden 4:15 2 News 4:30 2 Cartoon Carnival 4 Mary McAdoo at Home 7 Movie 5:00 4 Hall of Fame 5 Hand to Heaven 5:30 2 Gene Autry 5 Eastside Kids 7 Dick Tracy
EVENING 6:00 2 Cartoons 4 Hearl-Frandsen 9 Cartoon Express 6:15 7 News—Hank Weaver 6:25 2 Sports—Tom Harmon 6:30 2 News—Doug Edwards 5 Easy Life 7 Kraft TV Theater 9 Sports for the Family 6:45 2 Jane Froman—Songs 7:00 2 Gene Autry 4 Meet Corliss Archer 7:30 2 Name That Tune 4 Dinah Shore 5 Hans Chris. Anderson 7 Lone Ranger 8:00 2 Ray Milland Show 4 Groucho Marx 7 The Mail Story 8:30 4 Justice—Legal Cases 7 T-Men in Action 9 Into the Night 9:00 4 Dragnet-Webb 7 Want to Lead a Band? 9:30 2 Movie—Comedy 4 TV Theater—Drama 10:00 2 Public Defender 4 Video Theater—Drama 5 City at Night—Tours 10:30 2 International Police 10:45 9 TV Juke Box 11:00 2 News, Sports, Weather 5 Eye Witness 11:15 4 Sports 11:20 4 Movie 11:30 2 Movie 1:00 2 Give Us This Day	EVENING 6:00 2 Cartoons 4 Hearl-Frandsen 9 Cartoon Express 6:15 7 News—Hank Weaver 6:20 2 Weather 6:30 2 News—Doug Edwards 5 Easy Life 7 Early Curtain 6:45 2 Perry Como 7:00 2 Amos n' Andy 4 Boxing 9 The Ruggles 7:15 5 Popular Science 7:30 2 Person to Person 5 Family Playhouse 7 Rin Tin Tin 8:00 2 Mama 4 Red Buttons 5 Lawrence Welk 7 Ozzie & Harriet 9 Championship Bowling 8:30 2 Topper 4 Eddie Fisher 7 Ray Bolger 8:45 4 Sports Film 9:00 2 Playhouse of Stars 4 Big Story 5 Western Varieties 7 Dollar a Second 9:30 2 Our Miss Brooks 4 Dear Phoebe—Comedy 10:00 2 The Lineup 4 Foreign Intrigue 5 Movie 7 Theatre Party 10:30 2 The Falcon 4 Regal Theater 7 Movie 11:00 2 News 11:15 4 Sports 11:30 2 Movie 5 Eye Witness 1:00 2 Give Us This Day	EVENING 6:00 2 Western Film 4 Movie 7 Boxing 6:30 2 Beat the Clock 6:45 7 Fight Talk 7:00 2 Professional Father 5 Hometown Jamboree 7 Stork Club 9 The Ruggles 7:30 2 Harry Owens 4 Horace Heidt 8:00 2 Stage Show 4 Mickey Rooney 5 Spade Cooley 8:15 7 Sports—Hank Weaver 8:30 4 So This Is Hollywood 7 Boxing 9:00 2 Two for the Money 4 Imogene Coca Show 9:30 2 My Favorite Husband 4 Donald O'Connor 10:00 2 Henry Fonda 4 George Goebel Show 10:30 2 Willy—June Havoc 4 Hit Parade 5 Play Marco 11:00 2 Juke Box Jury 4 News 7 Vampira 11:15 4 Best of Hollywood 12:00 4 Movie 5 News Bulletin 12:05 2 Give Us This Day	EVENING 6:00 2 You Are There 4 Meet the Press 7 Wild Bill Hickock 6:30 2 Lassie 4 Roy Rogers 5 Chico and Pablo 7:00 2 Jack Benny 4 People Are Funny 7:30 2 What's My Line? 4 Mr. Peepers 7 Playhouse 8:00 2 Toast of the Town 4 Comedy Hour 8:30 9 Mark Saber 9:00 2 G-E Theater 4 TV Playhouse 5 Bandstand Revue 7 Walter Winchell 9:15 7 Horizons 9:30 2 Favorite Playhouse 9 The Christophers 10:00 2 Father Knows Best 4 Loretta Young 7 Break the Bank 10:30 2 Larry Finley 4 Bob Cummings 11:00 4 News 11:15 4 News 11:30 4 Movie 12:15 2 Give Us This Day

Around Town

seems the heads the utility commission). It seemed like just everyone was there. The recently returned Paul and Jean Trousdale and the just returned Fred Albertsons. Ed and Ruby Fallgren, Dick and Edith Edwards, Tom and Theodora Fleming, Ethel and Jack Luce, the Florin Boys, Charles and Win Becker, Mary Hurrell, Monte and Bettye Herbert, Norma Pagano, the Gene Kegleys, Kenneth Kirks, Arnold Rumwells, George Wheelers, Dr. and Mrs. Henry Dollard, Oliver and Frankie Jaynes, Owen Churchill, Sam and Beverly Taylor, Harold Murphys, Joe Froggatts, and that is only a few.

Off Bounds

From the Malouf party... we trailed the Froggatts to the Lou Manseous house... we would never have found it otherwise... and it looked like all the people who weren't at Maloufs were here... We edged in through the back door... and it must have followed precedent... for Ruth com-

mented... she did not know why they had a front door... in the crush... I spotted Alice and Phil Harris... the Mitt Hicks, Barney Hinkles... J. Ross Clark, Buddy Bligh, Hoagy Carmichael... and in round figures some 100 others.

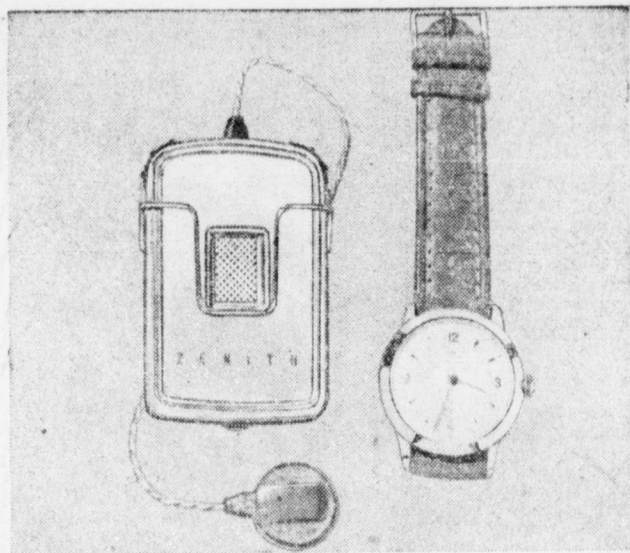
Family Night

Then... on to Thunderbird for dinner... and it was a good thing we had reservations... because a lot of people... who had a last minute inspiration to run out to Thunderbird for Family Night... couldn't get in... Desi Arnez was Honorary Maitre D'... and I hope he doesn't find out that I didn't order his specialty "arroz con pollo"... because it did look good... Lucille Ball... her hair a soft and becoming blonde... was dancing with Robert Mitchum... and the Vic Orsattis were at the same table... Phil Harris and Desi bickered back and forth over the mike... and Winona Love danced to "Lovely Hula Hands" with Alice Faye... Hoagy Carmichael was escorting Judy Howard that evening... and, as we were leaving, someone pointed out Ina Claire to me... Calling an evening like this Family Night... is like saying you had potluck at El Mirador... after a black-

the dinner that started with vichyssoise and wound up with baked Alaska... Fun... fun... fun... Owen and Babe Churchill sat across the table... and I found out that Owen's new version of his popular swim fins... is now in production... They are longer and have a stream-lined curve to them... Emily DeWore (just back from Christmas in Texas) was at our table... Norma Pagano and her houseguests the Gene Kegleys... The Froggatts had as their weekend guests... Mr. and Mrs. Robert Hussey and Mary McAdoo of Hollywood... The latter is on the Security Bank television program...

Small World

A newsy letter from Louise Horner from Ball... where she and the Commanders Maury and Tom... spent Christmas... joining forces with the only other Americans... who turned out to be the Tommy Thompsons from Riverside... Tommy is Roy Colegate's partner, you know... They had been to a lot of parties... and just missed meeting the King of Siam at one of them... The traveling trio are due to get home February 13... Under the heading of things



MILESTONE IN CRUSADE to lower hearing costs has been accomplished by the Zenith Radio Corporation, according to Merrill Crockett, owner of the Village Pharmacy. This new hearing aid weighs about the same as a cigarette lighter and is not much longer than a wrist watch and is powered by three transistors. It will sell for \$75 and it is claimed to have as much power and tone as the most expensive hearing aids, according to the manufacturer.

I was sorry to miss... was the very nice open house given Sunday by Dolly Marcuse... at her charming Via Las Palmas home... It was given for her houseguest Gerald Simon of San Francisco... who left Monday for Las Vegas... and around sixty persons were present...

Barney Hughes fans... and there are a lot of them in Palm Springs... will be interested to know that he is with the Burgess Meredith road show of "Teahouse of the August Moon" and will be at the Los Angeles Biltmore theater January 12 to February 1... He will rejoin the Herb Rogers company next summer in Highland Park, Illinois...

Walter McGovern... prominent attorney of San Francisco, former State Senator and former president of the San Francisco police commission... has been vacationing at El Mirador... He's a brother of Burt McGovern of Seattle and Palm Springs...

The Terry Rays are due home this week... after an Hawaiian interlude... I hear they were wine and dined by Don the Beachcomber...

So many orchestra leaders and singers are not rhythmic dancers... but after watching Frankie Laine float around the Racquet Club dance floor with his attractive wife... I know the trouble is not universal... Across the room the Dean Martins were dining with the Bob Sterlings...

Joann Crawford swears this is true... Sojoann tried to sell her sequined hand-aids... for a Christmas gift... Nice to see Joann and Ned around again... Her mother's illness has kept them in town for four months...

Cabanas Around El Mirador Pool Now Available

Did you ever enjoy luxury under a desert sun, that is, luxury with a capital "L"? Well, it's all yours to enjoy according to an announcement by Frank Bogert, manager of El Mirador hotel who announced that the cabanas that fringe the Olympic swimming pool are available for public rental. "These cabanas provide the best in facilities for sunbathing, out-door dining and swimming in the Village," Bogert pointed out. He said that Bill Lewin, pool manager is in charge of the rentals on a day, week, month or season rate. There is also a wading pool for the children. He also said that non-guests of the hotel may use the swimming pool for a small fee per person.

Palms Cafeteria Features Desert Holiday Setting

A creative sidelight, setting off the desert flora in Christmas array, was displayed at Milner's Palms Cafeteria during the holiday season. Mr. and Mrs. Don Milner brought to life all the main growing things of the desert floor in Grum's mural of desert plants, which itself represents the background of "The Palms." Placing the real thing against the painted, Milner surrounded the cafeteria with ocotillo, cholla cactus, smoke trees, yuccas, and the royal date, each appropriately adorned in holiday frills. The mountainous terrain in the background established it as a most definite Village setting.

Doctors to Hear CMA President

Dr. Arlo A. Morrison, president of the California Medical Association, will speak next Monday night at a dinner meeting of the Riverside County Medical Society, at Mission Inn, Riverside. Dr. Morrison, of Ventura, will lead a panel forum discussion on medical care prepayment plans and current public service programs of the local society and of the CMA. The CMA head is well-known for his many civic activities in his own community and throughout the State.

LOST PURSE FOUND Finding of her purse reported last Thursday was told police last weekend by Mildred Mortimer of Holmes, Pennsylvania.

The Desert Sun—5c PALM SPRINGS, CALIFORNIA Thursday, January 6, 1955

Figure Control REDUCES where you want to REDUCE

The Modern, Safe, Easy, Sensible and Comfortable Way to Reduce. It takes off the inches. Reduces Arms-Hips-Knees-Thighs - Abdomen - Legs - Ankles - Buttocks and Shoulders. Reduces objectionable bulges. Strengthens sagging tissues. Exercises while you rest and relax. Eliminates tedious exercising and dieting. Heatless and painless... a pleasing sensation.

Palm Springs Health & Reducing Salon
174 N. Palm Canyon Dr. In the Center
ALICE WAGNER,
Physiotherapist
Office Telephone 5604
Residence 7388

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The Desert Sun
Published every MONDAY and THURSDAY (except June, July and August, when published Thursdays only)
PHONE 2249
Box 190, Palm Springs, Calif.

RATES
Minimum ad, 3 lines—count 24 letters and spaces to a line)
1 time, per line... 75c
(Min. 2.25—1.50 cash in adv.)
1 Week (7 TIMES) 2 Weeks (14 TIMES) 1 Month (30 TIMES)
1.00 1.25 2.25

● Ads ordered for more than one time must run in consecutive issues to earn above rates, otherwise single insertion rate will be charged for each time run.
● Save by ordering your ad run 4 or 8 times—if cancelled before completion, you will be charged at nearest rate applicable for times run and get a REFUND for the difference.
● This newspaper cannot be responsible for more than one incorrect insertion; please notify us promptly of any error in your ad.
● DEADLINES—for new copy or cancellations: MONDAY ISSUE—5 P.M. FRIDAY THURSDAY ISSUE—5 P.M. TUESDAY
● ADDRESS all communications to: The Desert Sun, P.O. Box 190, Palm Springs, California

Storage Space 7
STORAGE space, for rent or lease, in Banning, 1 building about 600 square feet, ideal for storage or similar use, reasonable. Phone Palm Springs 7894.

Lost and Found 10
LOST: Ladies' blue leather purse in Village Drug book booth. Please return keys and address book. Phone 6961.
LOST child's red purse, with rosary and prayer book. Reward. Phone 7003.

Personals 12
FORTUNE TELLERS
PALM and Psychic readers, Madames Ann, Marie and Lena. Advice on all problems of life. Private readings, 9 to 9. Appointments not necessary. Same location 15 years, 632 3rd St. Phone 8-9036, San Bernardino.

NEW YEAR'S resolution—To prove true to my faith and race, by not belittling anyone else's faith or race. EVE'S ADAM.

WEEKEND GROUP, ALCOHOLICS ANONYMOUS, Fridays, 8:30 p.m. Woman's Club, corner Baristo and Cahulla.

ALCOHOLICS ANONYMOUS, At-Port, 8:30 Wednesday nights Phone 2701.

Where You Get Results in a small group. Call 3419 Victory Tutoring School

Service Miscellaneous 15
HOOVER AND ELECTROLUX and all makes of vacuum cleaners
Aluminum and canvas umbrellas
Sales and Service
PAVNYS
1001 S. Palm Canyon Drive Phone 7342

TREE SERVICE
TRIMMING, TOPPING AND REMOVAL
830 BROADWAY, CATHEDRAL CITY PHONE 2701

AUTO GLASS
Auto Tops - Seat Covers
Benson & Hepper Ph. 8-3322
Hiway 111, S.E. Palm Springs

ROY'S GENERAL REPAIRS
CARPENTER, patch plastering, cement and block work, 400 S. Indian Ave. Ph. 3388.

DRESSMAKING
Tailoring - Alterations
PHONE PHYLLIS LUCAS, 7133

PRIVATE tutoring, Retarded, hard of hearing and pre-school, Reasonable, Ph. 6298.

Moving and Storage 19
PALM SPRINGS
TRANSFER AND STORAGE, LOCAL and long distance moving. Agent for Mayflower Van Lines. For free estimates Ph. 5203 507 Sunny Dunes Rd.

Situations Wanted 25
Screened, experienced personnel. Domestic, restaurant, hotel, office, medical.

EMPLOYMENT SERVICE AGENCY
135 E. Andreas Road Phone 2901 Phone 2556

DO YOU have sleeping babies?
Crying babies? Wet babies? Worse-than-wet babies? I sit with all kinds. Adult, experienced, day or night, own transportation. Ph. 3656.

COUPLE, white, excellent cook, housekeeper, butler - chauffeur thoroughly experienced, references. Phone Banning 4201, Apt. 3.

QUIET middle-aged Christian lady, would like sleeping room in exchange for evening help with children. Ph. 4114 after 6 p.m.

PAINTING, decorating, paper hanging, Very reasonable. Free estimates. Phone 5850 or 2341.

EXPERIENCED, qualified, woman, managerial capacity, public relations, excellent references. Phone 5502.

NURSE'S AID for one, Can drive. Free to travel. References. Phone 3340.

Situations Wanted 25

EXPERIENCED chauffeur and handy man, excellent references. Phone 6217.

YARD WORK BY EXPERT GARDENER.
PHONE 9033, MR. STEVENS

HANDYMAN—Painting, gardening, trailer and home repairs. Ph. 6235 after 6 p.m.

GRADUATE nurse will care for elderly or convalescent patient in my home. Ph. 4923.

SINGLE colored woman, pleasing personality, good cook and housekeeper. Phone 3347.

Help Wanted 27

Waiters, Waitresses... many. Pantryman & Woman... \$350 Typist—5 days... \$175 Bk. Desk, Part time... \$300 Steno, 5 days... \$300 Desk clerk, male... R&B \$200 P.C. Bookkeeper, 5 1/2 day \$275 Hotel desk, PBX, young... \$225 Hotel maids, R&B... \$125 Cook, housekeeper... \$200 Domestic couple... \$400 Bus boys and dishwashers. Many other positions.

OPEN SATURDAYS EMPLOYMENT SERVICE AGENCY
135 E. Andreas Road

For Top Commercial and Medical Placements see DWYER'S BUSINESS SERVICE 256 S. Palm Canyon Drive Stenos, Bookkeepers, Hotel Desk, PBX, Transcript, etc.

NURSES REGISTRY
RN's, Undergrads, PN's Agency Phone 7691

WELL established real estate and insurance firm has opening for secretary with general insurance background. For personal interview write P.O. Box 1329, Palm Springs.

NEW AND USED CAR SALESMAN WANTED

DE SOTO - PLYMOUTH
682 S. Palm Canyon Ph. 7022

THUNDERBIRD Country Club opening for NCR-3100 Bookkeeper machine operator. Apply Mr. Fraley.

REAL ESTATE broker or salesman wanted, 1078 North Palm Canyon drive.

Bus. Opportunities 29

Your Location?

WHERE is the most strategic entrance to the entire Desert Empire? There are no other accesses from L.A. to Blythe to equal West Palm Springs. Resorts Junction on Hwy 111 with 99-60 and 70, few miles west of Palm Springs. Ready to Lease sites for any businesses. All utilities. P.O. Box 428, Palm Springs.

VARIETY store, complete, Small lunch counter, bus agency Terms or trade, Route 1, Box 450B, Guerneville, California

FOR LEASE Brand new butcher shop and produce market fully equipped. Crocker & Wilson. Phone 2630 or 3442.

Business & Financial 30

BANK LOAN PLANNING FOR LIFE INSURANCE, LIFE INSURANCE LOANS (new loans and refinancing), AT FAVORABLE RATES JOHN G. MAYES
Mayes & Co.—Beverly Hills 208 S. Beverly Drive Box 439—Palm Desert Phone 76-5188 Friday and Saturday or BR 2-4457

BUYING ALL TYPE MORTGAGES DANIELS
Investment Company 45-272 Jackson St. — Indio Phone 7-3898 or 9-3822

MONEY wanted, Desire 1st Trust Deed, 6% interest on loan of \$35,000 on income property. Invested capital \$80,000. P.O. Box 1111, Palm Springs.

FIRST T. D.'S WANTED
Palm Valley Realty Co. 431 N. Palm Canyon Ph. 2581

Lots & Acreage 33

\$12.50 per Acre
Raw desert land. Not far from highway. All mineral rights. 5000 acres. Only sell entire piece. You can retail. Only 20% cash, balance easy.

Munholland & Co.
1059 N. Palm Canyon Drive Phone 3673

EXCELLENT LOCATION

LA RAMBLA TRACT, LOT 2 120 foot frontage, 83 feet deep. By owner. Write Desert Sun, Box 190, File O-6.

BEAUTIFUL VIEW, large level lot 150x200 on San Carlos, 2 blocks from Racquet Club, oleander trees border sides, rear of lot walled. Sacrifice \$4500, 11215 Franklin, Culver City, Exbrook 87634.

DESIRABLE building lot 100x105 on South Indian Trail. Write Desert Sun, Box 190, File P-3.

LAS PALMAS Estates R-1 125x128, walled. Owner, ph. 5183.

Lots & Acreage 33

BEAUTIFUL lot located on Palm Canyon Drive. I paid \$4000 7 years ago, will take \$3500 now. Location, Lot 8 of Palm Canyon and Mesa, Tract No. 2, as per map recorded in Book 16. For information call Mr. Wellman, Dunkirk 73167 or write 1250 So. Vermont, Los Angeles 6.

LOT FOR SALE by owner—in fine residential area Palm Springs; 120' frontage x 83' deep. Will take what it cost me in 1946, or make offer. Contact Mazet, Box 37, Balboa Island or Harbor 4781 day-times.

CHOICE LOT, 120x164, Just south of 987 N. Patencio St. \$7500, \$2000 down — \$60 month. YOUNGBLOOD Realty Co., 5120 "A" St., Ontario, Calif. YU 61821, LY 23113.

1/2 ACRE LOT, good location, good view of mountain and valley, or will build to suit. BOZE BUILDER. Ph. 5370.

VIEW LOT 100x100, \$2000. Owner must sacrifice to raise money; call 4620 or 5450.

C-2, Palm Canyon Drive for hotel and stores, 175x504. \$42,500. Owner phone 5183.

R-1 CORNER, 120x106, \$4500. OWNER. Phone 5183

R-1 VIEW site, 110x216, cess-pool installed \$5500. Owner. Phone 5183.

For Sale or Exchange 34

FOR \$13,500

BECK CONSTRUCTION will build for you a lovely 3 bedroom home. Plenty of closet space, 2 baths, large living room, beautiful stone fireplace, dining room, kitchen with ample natural finish cabinets, forced air heat and cooling, MANY EXTRAS. On your lot.

PLANS INCLUDED, less with your own plans, or will draw plans to suit.

Apartments—Commercial
As low as \$8.00 per foot

PROFIT by Beck's 20 year Southern California building experience with classification "A" — "B-1" — "C-10" building license.

Walter G. Beck

BUILDERS REALTORS
See JOE De FRANCIS 505 N. Palm Canyon Drive Phone 2421 or 3361

LA QUINTA—Luxurious three twin bedrooms, 2 baths, beautifully furnished, 3 years old, near Desert Club, \$13,850 or exchange for good 2 bedroom in Palm Springs or Cathedral City. Terms. Owner, Box 235, Phone 31353.

BEAUTIFUL 22 calibre Winchester model 75, target rifle and case, value \$150, for good 35mm camera. Phone 2084.

1951 CADILLAC sedan for equity in house or 1954 Cadillac. Phone 7989 after 5 p.m.

Real Estate—For Sale 35

OUTSTANDING Reliable Values

MODERN 10 unit furnished court, central Indian Avenue location. Large swimming pool, lobby and refrigerated air conditioning in each unit, excellent returns. \$115,000. terms or offer.

FURNISHED 4 bedrooms, maid's room, large swimming pool. Exclusive location, center of town. Sacrifice \$38,500.

FURNISHED 2 bedroom house and 2 bedroom guest house with individual full bath each, exclusive corner location, \$25,500. terms.

LARGE modern furnished bedroom apartment, best location in town. Luxuriously furnished, adults only. Will lease for year or season. Attractive rental.

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Realtor and associates 671 N. Palm Canyon Ph. 2981

SEE THIS!

12 UNIT court, center of Village, 8 units with kitchens, space for 6 more, pool 35x20, TV. A bargain at \$65,000. Terms.

R-3 ZONE, a 3 bedroom, 2 bath home, walking distance to stores, Lot 60x101, space for more units, \$15,500. Terms.

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N. R. WILSON Associate Realtors 326 S. Indian Ave. Ph. 5535

IT'S NEW—3 bedroom, 2 baths, fireplace, 2 car auto port. Forced air heating and ducted cooling to each room. 1 block from S. Palm Canyon Drive stores and bus line. \$16,950, low down payment. DAILEY, Ph. 6860 or 2909.

HOTEL AND APARTMENTS
11 units. Heated pool. 1225 N. Indian Avenue

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Whether for pool construction, service or equipment, Paddock is your unmistakable sign of quality.

Construction:
Over 35 years swimming pool construction experience — Pioneer of the modern design pool. Sound engineering and skilled craftsmen—all pool specialists.

Service:
Paddock backs your pool contract with an unequalled service department... competent, well-trained service men to take care of your every problem.

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The world's largest exclusive manufacturer of pool equipment... all backed by Paddock's guarantee... mechanically designed to do the best job for your pool.

16 Pacific Coast offices for your convenience... check your local classified directory.

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at prices that keep you happy!
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MEATS	Vegetables
SWISS STEAK 69¢ lb	HUNT'S NEW POTATOES 2 for 19c
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SOUTHERN MAID OLEO 25c	
CIGARETTES 1.79 tax inc.	
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TABLE QUEEN — No. 2 1/2 Can TOMATOES 19c	
CAMPBELL'S TOMATO SOUP 3 for 35c	
BROWN ONIONS 2 lbs. 9c	
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SERVING FOR 3 Jane Wilson BEEF PIES 72c	
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EVERYBODY KNOWS "YOU ARE LUCKY WHEN YOU LIVE IN PALM SPRINGS"

NEW YEAR started good, all last year's specials sold—the last of Press homes still under construction also sold. **STARTING SOON** — Press homes — two in Tahquitz River Estates, one in Winterhaven. Popular priced homes. Come in, let us show you the plans. On your lot from \$8500 to \$10,500. REMEMBER: A Press built is well built.

ECONOMY HOMES:

Neat 2 bedroom, 1 bath home, screened patio, port. 100x100 lot. \$10,000.
3 BEDROOMS, 2 baths, fireplace, furnished, immediate possession. \$14,500.

LARGER HOMES:

AN OUTSTANDING buy, modern home you couldn't possibly duplicate for the price. 100x125 walled lot, well planted with citrus. Every room has mountain view. Attractive fireplace, watch it burn while dining in separate dining room. A well planned home, will sell with or without furniture. Owner leaving town. Offer considered. \$22,000.

FURNISHED HOME, 4 bedrooms, 3 baths, oversized living room with fireplace. Enclosed patio. Dining room. All master bedrooms. Tennis Club area. Lot alone worth \$10,000. Reduced to. \$28,000.

HOME AND INCOME. If you'd like to have income property but don't want your family to sacrifice the pleasure and comforts of a home by living in cramped hotel quarters, then this may be your solution. R-3 lot. This home has 3 bedrooms, 3 baths, maid's quarters, private patios. Room for 7 units. Located among popular hotels. South end. See us for details.

8½ ACRES. Home and pool. \$40,000.

R-1 Corner lot, 100x100 \$1600.
R-1 Corner lot, 100x100, Tahquitz River Estates \$2500.
R-1, 120x90 \$2500.
R-3, room for 30 units \$18,000.

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SYNDICATE OF INVESTORS

Yuma, Arizona—100% CHAIN STORE CORNER. Anchored by new J. C. Penney and S. H. Kress. Partially improved with income. National chain stores competing for possession.

MAKE YOUR OWN DEALS

181' Frontage \$425,000, terms

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Economic survey and pertinent data available to qualified investors.

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Realtors
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Drive "Wright"—Walk Left and Be Alive in "Fifty-Five"

Cheerful

NEW 2 bedroom furnished home. Walled 3 sides, carport, heated pool. Small down payment.

\$17,500

DROP IN and ask us to show you a deluxe 5 bedroom, 5 bath, furnished home at a bargain price of \$38,000. Large heated pool.

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PARTIALLY furnished, 2 bedroom home with rumpus room, ideally located. Walled and landscaped. \$18,500

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HILLSIDE home with gorgeous view, 5 bedrooms, 3 baths and furnished. Lanai with barbecue, furnace heat, garage. Terms. \$31,500

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2 BEDROOM HOME on reservation. North end. Splendid condition. \$4650 takes it! \$2000 down, \$500 month. This is the best buy that has been offered on the reservation this year. Write Box 593 or Phone 5572 after 6 p.m.

NOW IT CAN BE SOLD

LESS THAN COST. A 2 bedroom and 1 bath house, plus an additional guest room and bath. The head of the family (that's you, sir) will appreciate the superb construction. An inviting double fireplace accommodates the living room and the den. Beamed ceilings and hardwood block floors add much charm to the house. Desirable south end location, and a walled corner lot. We said less than cost and meant it. \$22,500 unfurnished.

BUILT WITHOUT A BUDGET! Architecturally designed 3 master bedroom and 3 full tile bath house in preferred Las Palmas area. Luxurious living room opening onto glassed lanai and patio. Full size dining room is completely separate. Servel heating and refrigeration plant for year 'round comfort—and the fully insulated ceilings and walls assure you that details and materials weren't budgeted. The spacious, walled lot is a landscaped exhibit of beauty. An alert person will appreciate this rare-type house at this price. \$59,500 unfurnished.

ABOVE PAR RENTAL. Attractive one bedroom, furnished apartment. Convenient close-in location. Available immediately. \$120 month for 5 months.

HAROLD HICKS

REALTOR
\$13 N. Palm Canyon Drive Phone 2736
Associates
Mildred Jackson Burnham Bigelow Paul Aust Ray Baur Ken Herman

OPEN HOUSE

9 A.M. TO 4 P.M. — JANUARY 7-8-9

2 — SPECTACULAR VIEW — 2 NEW HOUSES

"THE HOME WITH THE VIEW YOU'VE LONGED FOR"

2359 and 2369 LEONARD ROAD

(Turn west off Palm Canyon Drive on Racquet Club Road, go 4 blocks to Leonard Road, turn left.)

3 BEDROOMS, 2 BATHS, FINEST COLORED FIXTURES, BIG KITCHEN, LARGE LIVING ROOM WITH FIREPLACE, PICTURE WINDOWS, WET BAR, MANY EXTRAS, 2 CAR GARAGE.

SENSIBLE PRICE WITH TERMS

EXCLUSIVE AGENT

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MUNHOLLAND FOR VALUES

HERE IS YOUR CHANCE RENT this beautifully furnished home, lovely grounds, large pool, by month or year lease with option to buy at \$42,500

DEEP WELL AREA, architect planned, center hall, special heating and cooling for all year living, yard landscaped and walled. 2 baths, large brick fireplace and planter. \$22,500

THREE BEDROOM, large living room with dining area overlooking pool and garden. Completely furnished or just carpet and drapes for \$32,500

NEW UNITS, beautifully furnished, large pool and lovely 2 bedroom apartment for owner. YOU SHOULD SEE THIS FOR REAL PALM SPRINGS LIVING. \$85,000

INCOME CORNER lot 100'x125' to alley for quick sale. \$3500

40 ACRES near Desert Hot Springs. \$4500

APPROXIMATELY 20 acres on Highway 111, GRAND location for trailer park. \$65,000

Munholland & Co.

1059 N. Palm Canyon Drive Phone 3673
JOHN C. DAVIS D. B. CARLIN Associate Brokers

BEAUTIFUL furnished duplex, 1 side with 2 bedrooms and the other 1 bedroom. Large windows, spacious rooms, garages, laundry room, storage, separate patios. Finely built, insulated, large overhangs for perfect desert living. Perfect condition inside and out. Only \$24,500

20 ACRES on Highway 111, near Smoke Tree Ranch \$45,000.

5 ACRES on Ramon Road. Close in. \$20,000.

GOOD LOTS AVAILABLE

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190 N. Sunrise Way. Ph. 7661 or 2973, evenings.

2 BEDROOM furnished house, 913 Mel Avenue. Occupant will show. Owner, phone Colton 2041R after 5 on week ends.

2½ ROOM unfurnished cottage, air conditioner, heater, refrigerator, stove. To be moved. Worth \$2600 sell for \$450. Ph. 4093.

6 UNITS, apartment hotel, beautiful. Pool. Room for more. \$58,500. Easy terms. Make offer. No trades. Phone 2684.238 Indio Rd. Ph. 2360 anytime.

John Haskell and Co.

PRESENTS

Homes

BRAND new 3 bedroom, 2 bath, well built, attractive, livable home. Large living room with fireplace, lots of closets and extras. Near Junior and High schools. \$16,500.

FOR SALE OR TRADE 2 HOMES in Optpost Estates which includes membership in pool, tennis and badminton courts.

2 BEDROOM home, \$12,500.

2 BEDROOM, den and sunroom, \$15,000.

Income Units

LIVE IN THE SUN AND ENJOY AN INCOME 4 UNITS, Tennis Club district. Room to build. \$28,000.

10 UNITS, pool and 3 bedrooms, 3 baths owner's home. Restful, spacious attractive rentals. Walking distance to heart of Village and Tennis Club.

John Haskell and Co.

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3 BEDROOM modern home. Spacious living room with lots of glass and beautiful view. \$13,500.

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FURNISHED \$11,500

3 BEDROOM, 2 bath house on large lot, paved street.

FRANK MILLER

428 N. Palm Canyon Ph. 2929

3 BEDROOM, 3 bath home. Lovely kitchen, large fireplace. Complete in every detail. Heated pool. Large corner lot completely fenced. \$11,500. Phone 2716.

FOR REAL ESTATE SEE

COL. WARD WOOLDRIDGE Action and Honesty is the Service To You

5000 DOWN for a large family 4 bedroom, 3 baths, dining room, service porch, large kitchen with loads of cabinets, living room and den, large walled and landscaped corner lot. Will sell furnished including television. Full price \$21,500. Call George Gannon—2772.

BEAUTIFUL NEW, modern Las Palmas home, 3 bedrooms, 3 baths, custom built for real desert living. Grounds completely walled and landscaped. South patio with swimming pool. Full price \$45,000 including carpets and drapes or buy completely furnished. Call Jim Morton — 2772.

4—NEW, MODERN well designed one bedroom unfurnished apartment. Large living area, heated and cooled throughout. Completely insulated. Tropical roof. Good location. \$25,000 full price, \$5000 down, balance \$177.52 month. Income established — all rented.

START THE NEW YEAR RIGHT

Buy Your Home with Rent Money

\$90.00 A MONTH includes taxes and insurance — \$750 down for a brand new 2 bedroom home, 12x23 living room, service room, carport. Good location. Bargain at \$9750. Call Henry Burton—2772

\$95.00 A MONTH includes taxes and insurance — \$1750 down buys a new desert home with 2 bedrooms, large living room, ample closets, heating and cooling, carport. In excellent residential area. Full price \$10,750. Call Henry Burton—2772.

\$120.00 A MONTH including taxes and insurance — \$2500 down will buy your beautiful 3 bedroom, 2 bath desert home. Living room 17x23, kitchen 10x19 breakfast bar. Sweish fireplace, forced heat and cooling ducted, sliding glass doors to patio, completely insulated with tropical roof large 2 car garage. Very good location. Full price \$15,975. Call Al Ziskin—2772.

\$6000 DOWN for a large family 4 bedroom, 3 baths, dining room, service porch, large kitchen with loads of cabinets, living room and den, large walled and landscaped corner lot. Will sell furnished including television. Full price \$21,500. Call George Gannon—2772.

\$12,500 DOWN, Modern 4 bedrooms, 2½ baths. Servel heating and cooling system. Hardwood floors partially carpeted. Beautiful view from large living room to south enclosed patio. Flagstone, fireplace, large lot completely walled and landscaped. South end location near Cahulla school. Full price \$22,500. Call Geri Fredericksen—2772.

BEAUTIFUL NEW, modern Las Palmas home, 3 bedrooms, 3 baths, custom built for real desert living. Grounds completely walled and landscaped. South patio with swimming pool. Full price \$45,000 including carpets and drapes or buy completely furnished. Call Jim Morton — 2772.

4—NEW, MODERN well designed one bedroom unfurnished apartment. Large living area, heated and cooled throughout. Completely insulated. Tropical roof. Good location. \$25,000 full price, \$5000 down, balance \$177.52 month. Income established — all rented.

GANNON REALTY CO.

REALTORS

711 N. Palm Canyon Drive Phone 2772

Investors Attention!

Liquidating

ALL OF THE FOLLOWING PALM SPRINGS PROPERTIES

172 PRESCOTT DRIVE — 5 bedrooms, 5 baths, acre walled estate, R-2 zoning, 20x40 pool, tropical landscaping, masonry and steel construction, furnace heat, refrigerated air conditioning, modern architecture and furnishings. You will never find a more peaceful setting. Greatly reduced. Terms.

PALM CANYON DRIVE. 282 feet of frontage from Cabrillo Road to Cortez Road. 2½ acres bounded by 4 streets, business and income zoning, 2 story construction permitted on all. Ideal hotel site. Terms.

HIWAY 111 at Sunrise Way. 208 feet on hiway, 200 feet on Sunrise and Calle Marcus. All R-2. Terms.

FLYING H ESTATES. Adjacent to Tamarisk Country Club, 2 acres. Corner 300x300, paved streets, water and electricity. Only \$5500.

144 ACRES — frontage on Pierson Boulevard and 29 Palms Hiway only four miles to Desert Hot Springs. \$150 per acre.

CONSIDER PART TRADE ON ANY OR ALL OF THE ABOVE PROPERTIES. SUBMIT ANY PROPOSITIONS TO

GUY ANDERSON

375 VISTA CHINO, PALM SPRINGS PHONE 5138 OR 5134

TERRY RAY

LUXURY HOMES CHOICE location, 3 bedrooms, 3 baths, fireplace, touch plate switches, built in stove, forced air heat, central light control, refrigerated cooling, double garage, dishwasher, garbage disposal, pool. \$41,500.

INCOME TENNIS CLUB area, 12 unit hotel, room for more, pool. Reduced to \$65,000.

SPECIAL LARGE residential lot. \$1800.

BRAND NEW HOUSE 2 BEDROOMS, \$10,850, \$2000 down.

NEW HOUSE 3 BEDROOMS, 2 baths, fireplace, forced air heat, cooling, oversized lot, \$16,950. Small down.

CASH OUT 11 UNITS, Palm Canyon Dr. 170 foot business frontage, 1 acre property, large pool, only partially developed.

TRADE WHAT YOU HAVE FOR WHAT YOU WANT Vacant and improved Palm Springs, and out of town properties, total value \$185,000, will trade all or part for Palm Springs income.

REALTORS Jules De Vorzon Howard Palmer Ernie Dunlevie Helen Churchill Joyce Chapman 773 N. Palm Canyon Ph. 2064

"LET'S TALK IT OVER" FOR THE BEST BUYS IN PALM SPRINGS SEE

Valmah T. Price with H. H. Foster, Realtor 101 N. Palm Canyon Dr. Ph. Off. 3555 Ph. Res. 8-5752

"LET'S TALK IT OVER" FURNISHED duplex and garage. \$5000 Grant deed, 1 acre, 1 room and bath, best location in Palm Springs, deeded land \$7000.

LOUIS VENGIER, 3775 North Indian Ave. Ph. 5595 or 6069 "All Men Are Brothers"

2 BEDROOMS, 2 baths, completely furnished, corner, forced air heat, cooling, double garage. \$27,500. Owner phone 5183.

NICELY furnished 3 bedrooms. Large rooms, much closet space, fireplace, terrace. Large lot, fenced, landscaped. Owner, phone 4112 or 2026.

AMY NELSON

LIKE NEW 2 bedroom home and carport. Immediate possession. Only \$8500, good terms.

NEW 2 bedroom and carport, tiled kitchen and bath, sliding glass doors, steel sash windows. A beauty. \$10,850, small down.

3 BEDROOM, 2 bath home, excellent terms. Choice location. \$13,200, terms.

NEW 3 bedroom, 2 bath, fireplace, tiled kitchen and bath, sliding glass doors, patio and carport. \$16,000, good terms.

2 YEAR OLD, 2 bedroom and den, lots of tile, all natural woodwork, cut stone fireplace, many built in extras. Refrigerator, stove, washer and drapes included. Forced air heat and refrigeration cooled. Choice location. Including pool and double garage, well landscaped. \$24,000.

FURNISHED 2 bedroom and den, fireplace, kitchen and 2 baths tiled. Sliding glass doors to covered patio, padock pool, double garage, fenced. A cutie. \$27,500.

ADJOINING Las Palmas Estates. Furnished 4 bedroom, 4 bath, 3 fireplaces, large library, patio, barbecue, pool. Large walled lot, fruit trees and shrubs, irrigation water. 3 years old. \$47,500. It's a buy!

5 UNITS, 3 rooms each, furnished. \$39,500.

FURNISHED 10 units, choice location. \$78,500.

14 UNITS furnished. \$85,000. FURNISHED duplex. \$16,500.

WILL BUILD on your lot, 2 bedroom home and carport, steel sash windows, tile in kitchen and bath, for \$6000. Duplex — 3 rooms and bath each. \$9500. Also custom building. See plans at our office. Financing arranged, top quality work.

WE NEED MORE LISTINGS

AMY NELSON

REAL ESTATE and associates

2277 N. Palm Canyon Drive Phone 5254 or 5545

OWNER-BUILT, new 2 bedroom home. All large rooms, native stone fireplace and planters. Attached double garage. On large view lot. Price \$19,500. Terms. Call owner, 3627, 250 Morongo Road or see your broker.

CULVER NICHOLS SUBDIVIDER AND DEVELOPER

AT 861 NORTH PALM CANYON DRIVE SINCE 1932

\$9000 DESERT CHARMER 2 bedrooms, 1 bath, with drapes. Nice neighborhood. Terms.

\$14,500 BRAND NEW AND DELUXE, has 2 bedrooms, 2 baths, ducted heating and cooling, fireplace. Easy financing.

\$18,500 IMPORTANT small home with general excellency throughout — 2 bedrooms, living room with fireplace opens to lovely garden area, cute DEN, BAR room, walled and landscaped. Or completely and charmingly furnished for \$21,000. YOU'LL WANT TO MOVE RIGHT IN.

\$21,500 MODERN 2 bedrooms, 2 baths, POOL, furnished. SOUTH END, 2 bedrooms, 2 baths, lanai, patio, POOL, \$27,500 furnished.

PRETTY AS A PICTURE, estate area, 3 master bedrooms each with bath, 2 maid's rooms with bath, den room with bar, lanai overlooking POOL and landscaped yard, double garage, furnished. Reduced to \$37,500. A home of color and warmth; grounds of exquisite beauty.

\$72,500. AND WORTH IT. ARCHITECTURAL MASTERPIECE... your own private world on two large lots... in world-famous Las Palmas Estates, 3 family bedrooms, 3 baths, 2 maids' and bath, wonderful GUEST HOUSE. All rooms open to balconies or beautiful tropical gardens. Landscaping alone worth several thousand dollars.

BUSINESS PROPERTY on South Palm Canyon Drive showing good return on investment. Long term lease. Full price \$65,000. Priced at \$85,000. An exceptional buy.

15 UNITS, POOL. Ideal location. Steady year 'round income. Priced at \$85,000. An exceptional buy.

R-1 lot, beautiful 100' — \$1500.
R-2 lot, reduced to cash out at \$2000.
PALM CANYON FRONTAGE, near center of town, a buy for \$22,500.

ALSO Palm Canyon frontage near new POST OFFICE for lease and sale.

RENTAL SPECIAL: Finest estate area, LUXURY home, 2 bedrooms, 2 baths and POOL, \$500 month.

CULVER NICHOLS, Realtor

and Associates Al E. Hoover Jane Colgan John Bernet Dick Edwards

861 North Palm Canyon Drive Phone 2182

FOR SALE

Real Estate—For Sale 35
CATHEDRAL CITY
IF A GOOD BUY IN CATHEDRAL CITY I KNOW IT
HOMES — LOTS — INCOME
SPECIALS THIS WEEK
1/4 Acre — \$1500
1/2 Acre — \$2300
OLDER home on income lot, double garage and storage. \$6000
NEW 1 bedroom stucco, close in, tile floor, cement patio. \$6950
2 BEDROOM, 2 bath, close in. C-1 lot, business or income. \$11,950
NEW 2 bedroom furnished, garages, close in. Must see. \$11,500
CLOSE IN 9 units facing 2 streets, show good income. \$21,500

RUTH BILES
REALTOR
1st house south of Hwy 56
Glenn Cathedral City

Two Bargains
\$4200. CASH, full price. 2 acres on highway with 2 modern motel units, furnished. A-1 condition. \$100 month income. Owner transferred to another city—needs money.
SAVE \$2600
A PERFECTLY planned, new, ultra modern California home. Owner has \$13,100 in it, needs cash badly due to unforeseen circumstances. Will sacrifice for \$10,500 cash. On large well landscaped view lot, choice area. Every woman who has seen this perfect home has fallen in love with it—and wanted it—but CASH is required. See ARNER.

Desert Realty
615 Broadway Ph. 8-3251
\$6500
NICE 1 bedroom stucco home on corner lot. Garage, sun deck, floor furnace.

OTTO REALTY
830 Broadway Cathedral City
IF YOU ARE tired of looking at inflated values, see this adorable 2 bedroom immaculate one year old home. \$11,500, furnished. Convenient terms. Phone 2728.

U Finish Homes
\$100 down on your clear lot.
OTTO REALTY
830 Broadway, Cathedral City
Representing
Omart Investment Co.
CATHEDRAL CITY SPECIAL.
2 BEDROOM, new, furnished home. Carport, good location. \$11,500. Call 2727.

BEAUMONT
3 BEDROOM stucco, double garage, lot 70x168. Write Fimm, 8516 Walnut Dr., Hollywood 46, Calif.

PALM DESERT
FOR SALE by owner. New 2 bedroom, 2 bath, flagstone fireplace, ceramic tile. May be seen Saturday and Sunday. 74183 Old Prospector Trail, Palm Desert.

RANCHO MIRAGE
YOUR
DESERT VIEW
HOME
NEW 2 bedroom, 2 bath home. Large dining room with sliding glass doors to patio, slump block fireplace, forced air heating, duct cooling, pullman and ceramic tile in both baths. 2 car carport. Home completely insulated. Large hillside lot. \$17,500. Terms.

Estella C. Ewart
71-808 Hwy 111
Rancho Mirage
Phone 8-4203 or 8-3112

APARTMENT
HOTEL
COMPLETELY furnished, 10 rental units, 7 with kitchens, 1 manager's apartment. Heated pool, spacious grounds, landscaped. \$75,000, \$15,000 down.

Rancho Mirage
SALES OFFICE
ROY ST. LEON
71-811 Hwy 111, Ph. P.S. 8-3881
RANCHO MIRAGE Annex, 2 residence lot No. 74, 120'x160', \$1200. See broker or write P.O. Box 642, Upland, Calif.

1000 PALMS
\$5500. Darling 1 bedroom pumice block home. Lot 65x125. Your terms. Cornelius, 393.

GENERAL
OPPORTUNITY OF A LIFETIME
A MILLIONAIRE decides to sacrifice a 39 unit deluxe motel on a valuable piece of property, close in. The land alone worth \$108,000. Sensational terms. Cheaper than leasing. Only \$25,000 down handles. Write, wire or phone—Original Live Motel Specialist, 630 El Camino, Redwood City, California. Phone Emerson 6-5797.

Real Estate—For Sale 35
TAMARISK C.C. AREA
ACREAGE
\$60 per acre—640 ACRES
\$150 per acre—320 ACRES
\$225 per acre—100 ACRES
\$250 per acre—40 ACRES
\$250 per acre—160 ACRES
\$300 per acre—40 ACRES

TRAILER COURT SITES
TWO POTENTIAL SITES ON HIGHWAY 111 NEAR THE NEW BLUE SKIES TRAILER COURT

PALM VALLEY REALTY CO.
WILLIAM G. PEACOCK
MIRIAM ALLEN
WRENN TEVIS
JOHN NEWELL
Wonder Palms Road and Hwy 111
Phone 8-3481

GENERAL
\$1000 DOWN buys this 2 bedroom furnished block home in centrally located Rancho Mirage. Call TED SMITH, 8-5022 for this and others.

Exchanges 36
14 Unit Motel
Glendale
PRICED AT \$67,500
FURNISHED
Will take Palm Springs home up to \$25,000.
LET US EXCHANGE
WHAT YOU HAVE
FOR WHAT YOU WANT

Peter B. Sheptenko
THE PIONEER REALTY CO.
OF PALM SPRINGS
475 N. Palm Canyon Drive
Phone 2727
ASSOCIATE BROKERS
BILL COLVEN MIKE JEKYLL
PETER RATKOVICH

Real Estate Wanted 37
TO SERVE YOU WELL
IS OUR AIM
WE ARE big enough for action yet small enough to give each listing our personal attention. Call us today.

Ralph Weinstein
REALTOR
256 1/2 S. Palm Canyon Drive
Phone 2884

HOUSE in good neighborhood, furnished or unfurnished. Must be priced right and excellent value. All cash. Private party. Write Desert Sun, Box 190, File P-1.

HOUSE in good neighborhood under \$30,000, must be priced right for quick, all cash sale. I mean business. Do you? Write Desert Sun, Box 190, File P-2.

FOR BEST RESULTS
List Your Property
With Adolph Israel
Realtor, 671 N. Palm Canyon
Business Rentals 38

NOW READY FOR LEASE
STORES in new Post Office building in the hub of Rancho Mirage. See or call Roy St. Leon.

Rancho Mirage
SALES OFFICE
71-811 Hwy 111, Ph. P.S. 8-3881
EXECUTIVE suite, suitable for executives or professionals. Top location Oasis Building. Refrigerated air conditioning. See exclusive agent Muriel E. Fulton, 125 S. Palm Canyon Drive. Phone 2225.

STORE across from Thrifty. Suitable for retail, wholesale or office use. Apartment if desired. 418 S. Indian. Phone 5282.

Rooms for Rent 40
ATTRACTIVE room, private entrance, employed gentleman preferred. \$60 month.
FARRAR REALTY CO.
272 N. Indian Ave
Phone 2642 or 4516

For Sale or Rent 41
4 ROOM FURNISHED COTTAGE TRAMVIEW TRAILER PARK

Bedrooms for Rent 43
BEDROOM with twin beds plus living room with hot plate. \$100 month furnished for season.
FARRAR REALTY CO.
272 N. Indian Avenue
Phone 2642 or 4516

APARTMENTS for Rent 43
CHEVY CHASE
BEAUTIFUL studio apartments, heated pool, 1500 Via Entrada. Phone 2632.
FURNISHED 1 and 2 bedroom apartments, one of Palm Springs' finest. TV in each apartment, pool. Week or month. Bermuda Palms, 1675 Indian Trail, Ph. 6476 or 6478
DELUXE house, large 2 bedroom apartment. Combination office for professional and living quarters. Reasonable. Penthouse Apartments, opposite Farmers Market.
MODERN, kitchenette apartment, quiet location. Season or by year. Reasonable. Ph. 2193.
FURNISHED studio apartments and hotel rooms, separate entrances, reasonable. 336 Paseo El Mirador. Phone 5385.
APARTMENT, electric equipment \$75 month to couple. 70-210 Hwy 111 Ph. 8-3398
FURNISHED APARTMENTS AND ROOMS. REASONABLE. AT 428 S. INDIAN AVENUE
STUDIO apartment, carport, TV cable. \$75 month. 540 S. Calle Santa Rosa. Phone 4524.
FURNISHED SINGLE STUDIO APARTMENT. \$50 MONTH. 130 OCOTILLO AVE.
MODERN kitchen apartments, heated pool, TV, center of town. \$30 week up. Ph. 4093.
1 BEDROOM apartment furnished at 272 N. Indian Ave. \$60 month. Apply in person.
\$18 WEEK UP. Center of town. Rooms and apartments, pool use. Phone 2957.
ATTRACTIVE new studio apartment with kitchen. Day or week. 770 Chuckwalla Rd.
FURNISHED ONE BEDROOM APARTMENT. SLEEPS 2. \$85 MONTH. 1381 N. Indian Ave.
SMALL APARTMENT. ALSO ROOM FOR RENT. PHONE 7722

Houses for Rent 46
WHY PAY RENT — When you can buy a BRAND NEW DELUXE home for only \$18,500 AND ONLY \$1500 down. Has 3 bedrooms, 2 large baths. Large living room with charming suspended Swedish fireplace. Large glass windows and sliding glass doors. This won't last long so be sure to see it at once.
PETER B. SHEPTENKO
475 N. Palm Canyon Drive
Phone 2727
2 BEDROOMS with den, completely furnished, including TV. Double garage, walled-in yard. All utilities and yard care paid. \$400 per month. 4 to 6 months lease. Adults only. References. Phone 2475, 11 a.m. to 7 p.m.
SOMETHING nice for your Palm Springs vacation. 1 and 2 bedroom bungalows, all electric, new pool.
COL. WARD WOOLDRIDGE
238 Indio Road, Palm Springs
Phone P.S. 2360 anytime
BEAUTIFUL modern 3 bedroom, 2 bath, 40 foot living room. Completely walled, privacy, patio, garage, south end. Lease by month \$360, or yearly. Phone 7491.
2 BEDROOM, 2 bath furnished home, business frontage. \$1200 yearly or \$135 month, season.
JOHN W. WILLIAMS
423 N. Palm Canyon, Ph. 3311
2 BEDROOM home, 2 car garage. \$100 month on yearly lease. 767 Sunny Dunes Road. Call Oxford 66300 evenings, Whittier, Calif.
MODERN home, 3 bedrooms, exquisitely furnished. Heated pool, lanai, beautiful setting, walled in. \$750 per month. Phone 5392.
HOME AND income. Brand new 2 — 2 bedroom, unique, modern. See Beck Construction Co., 505 N. Palm Canyon. Ph. 2421.
FURNISHED home — 3 bedrooms, 2 baths. South end. Desirable yearly tenants. Phone 5102, Mr. Murphy.
BEAUTIFUL 2 bedroom furnished pumice block home. \$150 month. 1000 Palms, Ph. 393, Cornelius.
2 BEDROOM furnished, fenced yard, close to town, reasonable. See owner, 640 South Calle Palo Fierro.
BEAUTIFULLY furnished 3 bedroom home with large pool — for 1 month or year lease with option to buy. Ph. 3673.
SPACIOUS 3 bedrooms and den. Large walled front and back yard. 2 baths. TV, close in. \$800 per month. Phone 2981.
FURNISHED house. New 3 bedrooms, 2 baths, pool, landscaped, fenced. \$650 month. Phone 7479.
NEW. Completely furnished, pool, walled, 5 months lease. \$300 a month. 683 Calle Marcus. Owners.
SMALL 3 room rear, furnished. Clean, newly decorated, vented heat, large closet, 1 block to Palm Canyon. Phone 85492.
2 BEDROOM, 2 bath, beautifully furnished, forced air heat. \$500 month. \$3600 yearly lease. Phone 5183.
3 BEDROOMS, 3 baths, nicely furnished, carpeted, walled, garage. Phone 6921.
2 BEDROOM furnished or unfurnished. Fireplace; view; close in. 546 Calle Abnoria.

Year End Sale
LIVING ROOM sets—just unloaded. \$89.50, \$119.50, \$199.50. RATTAN lounge chairs, \$35 up. RATTAN coffee and end tables, \$15 up.
Rattan basket chairs, \$8.95
Chinese peel tub chairs, \$3.95
Abaca hemp rug squares, 39c
Formica top coffee table, \$9.95
Step end table to match, \$9.95 (Limited quantity—hurry!)
CHROME dinette sets \$19.50 up
STUDIO couches, \$69.50
HIDE-A-BEDS, \$149.50 up
TABLE LAMPS complete with shade, \$4.95.
DRAPERY material from 69c yard.
SUNDAYS AND EVENINGS BY APPOINTMENT

Maher Furniture
6 Miles North out Indian Avenue at North Palm Springs
Ph. Desert Hot Springs 4-2616
Ramon Trading Post
CAN OFFER you complete modern home furnishings at budget terms. You name the payments. Come in and browse, trade the old for something new.
1680 RAMON RD. PHONE 2173
DRAMATICALLY DECORATIVE MODERN den, bedroom ensemble, hunters green, stippled with gold, desk, dresser, chair, table, book shelves. Nearly new. Private owner. Phone 84413 or 764341.
SMART STYLE table lamp, 3 ft. tall, jade green base with gold cord trim, beige shade, gold cord trim. Inquire 290 Lilliana Drive.
WALNUT drop-leaf table with 4 chairs. Servel refrigerator, Universal gas range, rose-colored davenport. Ph. 8-5321.
COLDSPOT 10 foot refrigerator, also apartment size electric range, both in good condition. Phone 2003.
PAIR OF TWIN beds, complete with headboards and metal frames, spreads. Almost new. Miller Hardware, Ph. 5805.
SOFA and matching club chair \$65, table and 4 chairs \$22. Other items reasonable. Ph. 4849.
USED Norge refrigerator \$60. RUPP'S SUPPLY Cathedral City Ph. 8-3744

Houses for Rent 46
WHY PAY RENT — When you can buy a BRAND NEW DELUXE home for only \$18,500 AND ONLY \$1500 down. Has 3 bedrooms, 2 large baths. Large living room with charming suspended Swedish fireplace. Large glass windows and sliding glass doors. This won't last long so be sure to see it at once.
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BEAUTIFUL 2 bedroom furnished pumice block home. \$150 month. 1000 Palms, Ph. 393, Cornelius.
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2 BEDROOM furnished or unfurnished. Fireplace; view; close in. 546 Calle Abnoria.

SALE
FIRST OF YEAR CLEARANCE!
ALL MODELS — 28' to 45' DRAMATICALLY REDUCED
Get the Most for Your Cash!

FLAMINGO
MOBILE HOMES
PACE SALES & SERVICE
Hwy 111, 3 miles east of Palm Springs, Sunair Tract, Cathedral City
45' of Luxury
NEAR NEW custom built Fleetwood with sliding glass door and panoramic windows. Beautiful wall to wall carpeting, new furniture. Waste King disposal, forced air heating and cooling. 20 gallon house type hot water heater. Glass enclosed shower and tub. Extra closets. 10x38 awning. Take trade or sell reasonable for cash. Gebbie's Butane Service, between Palm Springs and Cathedral City.

Market Street Trailer Sales
AUTHORIZED DESERT DEALER
for SPARTANS, PAN AMERICANS, NATIONALS
ROADLINERS (custom made) Good Used Trailers
All Sizes
JOE J. SHACKOW, owner
Hwy 111, east of Palm Springs
Phone P.S. 8-5211
28 FOOT Roadcraft, late '54, like new. Includes \$200 TV. 2 rockers \$150, carpeted, many extras. Cost \$3750, will sacrifice all for \$2795. Have to hurry. Tramview Trailer Park, Vine St., Space 10.
! BRAND NEW 1955 MODELS! 15 ft. beauties
\$100 Down — \$44 Month Only 10 left—Hurry now!
Hanson Trailer Sales
Across from Tramview Park
A REAL DOG (trailer lingo for a beat up old coach). Just \$25 down. \$25 a month. See at Hanson Trailer Sales, Hy. 111 across from Tramview.
1953 TERRY, 27 foot. Large living room, island bed, nice bathroom, 3 picture windows, excellent condition. Make offer. 66-355 Hwy 111.

Trailers for Sale 51
DESIRABLE small cottage. Twin beds, pullman kitchen. Close in. Phone 7907.
\$100 MONTH. 2 bedroom furnished, close in. Child okay. Phone 5102.
Household Goods 50
Year End Sale
LIVING ROOM sets—just unloaded. \$89.50, \$119.50, \$199.50. RATTAN lounge chairs, \$35 up. RATTAN coffee and end tables, \$15 up.
Rattan basket chairs, \$8.95
Chinese peel tub chairs, \$3.95
Abaca hemp rug squares, 39c
Formica top coffee table, \$9.95
Step end table to match, \$9.95 (Limited quantity—hurry!)
CHROME dinette sets \$19.50 up
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HIDE-A-BEDS, \$149.50 up
TABLE LAMPS complete with shade, \$4.95.
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SMART STYLE table lamp, 3 ft. tall, jade green base with gold cord trim, beige shade, gold cord trim. Inquire 290 Lilliana Drive.
WALNUT drop-leaf table with 4 chairs. Servel refrigerator, Universal gas range, rose-colored davenport. Ph. 8-5321.
COLDSPOT 10 foot refrigerator, also apartment size electric range, both in good condition. Phone 2003.
PAIR OF TWIN beds, complete with headboards and metal frames, spreads. Almost new. Miller Hardware, Ph. 5805.
SOFA and matching club chair \$65, table and 4 chairs \$22. Other items reasonable. Ph. 4849.
USED Norge refrigerator \$60. RUPP'S SUPPLY Cathedral City Ph. 8-3744

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HIDE-A-BEDS, \$149.50 up
TABLE LAMPS complete with shade, \$4.95.
DRAPERY material from 69c yard.
SUNDAYS AND EVENINGS BY APPOINTMENT

Maher Furniture
6 Miles North out Indian Avenue at North Palm Springs
Ph. Desert Hot Springs 4-2616
Ramon Trading Post
CAN OFFER you complete modern home furnishings at budget terms. You name the payments. Come in and browse, trade the old for something new.
1680 RAMON RD. PHONE 2173
DRAMATICALLY DECORATIVE MODERN den, bedroom ensemble, hunters green, stippled with gold, desk, dresser, chair, table, book shelves. Nearly new. Private owner. Phone 84413 or 764341.
SMART STYLE table lamp, 3 ft. tall, jade green base with gold cord trim, beige shade, gold cord trim. Inquire 290 Lilliana Drive.
WALNUT drop-leaf table with 4 chairs. Servel refrigerator, Universal gas range, rose-colored davenport. Ph. 8-5321.
COLDSPOT 10 foot refrigerator, also apartment size electric range, both in good condition. Phone 2003.
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USED Norge refrigerator \$60. RUPP'S SUPPLY Cathedral City Ph. 8-3744

Trailers for Sale 51
DESIRABLE small cottage. Twin beds, pullman kitchen. Close in. Phone 7907.
\$100 MONTH. 2 bedroom furnished, close in. Child okay. Phone 5102.
Household Goods 50
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Carnation Corner



Do you ever get the "Lunch Box Blues," like I do — when you simply can't think of another new idea for lunch boxes? Here's one little trick I've discovered: Once or twice a week, for delicious variety, I give the children a "thermos" of Carnation Chocolate Drink. They just love its rich chocolatey flavor with sandwiches and other lunchtime tidbits. And don't worry about nourishment, mother, Carnation Chocolate Drink's just as pure and good as you'd expect a cocoa-and-milk beverage to be!

Now that you know about Carnation Chocolate Drink, here's another thought for lunch boxes:



It's really amazing what can be done with everyday sandwich ingredients. Take peanut butter. Sometime try combining it with grated carrot — or chopped crisp bacon — or cream cheese — or crushed pineapple — or sliced cold meats.



I'm sure you've heard that sandwiches were "invented" by the fourth Earl of Sandwich — but do you know the reason why? It seems the good Earl loved to play cards... and one day in the midst of an exciting game he asked a servant for some meat between two slices of bread... so that he could go right on playing as he ate!



Of course you know that the vacuum bottle you use for lunch boxes should be well cleaned after every use. Scrub with a bottle brush in hot soapy water. Clean cork and stopper, too. Rinse everything in clear water. Leave bottle open so air will dry it thoroughly. It's a good idea to have two containers, and use one every day. Then you'll always have a fresh one for Carnation Chocolate Drink and for other beverages, too!



You don't have to use a fancy ribbon, but the way you package lunch box foods is so important! Try using:

- Paper cups with tight-fitting lids, for pickles, olives, or fruits such as applesauce.
- Plastic sandwich bags, for neatness and over-and-over-again use.
- Gayly colored napkins, for a bright, cheerful note.

Most times our family prefers Carnation Chocolate Drink cold. But on chilly school days I often heat it before it goes into the lunch box "thermos." Then I know the children are getting something hot with their sandwiches and fruit!

CARNATION COMPANY
45-910 Jackson Street
Phone 73139
Indio, California

Womans Circle to Hold Meeting Next Tuesday

The Woman's Circle of the Community church will hold its first meeting of the new year in the Church Sanctuary at 2 o'clock on January 11.

Mrs. Frank Little will open the program with Devotionals. The music will be a solo by Dr. James H. Blackstone, Jr., who will be accompanied by Mrs. Blackstone at the piano.

Mrs. Wilson Hall will preside at a short business meeting where plans for 1955 will be presented and discussed.

The speaker will be Mrs. Martin De Vries of Long Beach. Her subject will be "The Oasis in a Spiritual Desert." Mrs. De Vries is an outstanding speaker and has given this program for several church groups and has been very well received.

As is the custom on these meeting dates, the Missionary Society will hold their meeting in the Sunday school room beginning with a sandwich luncheon with coffee being served at 12:30.

Mrs. William Castle will preside and outline further assistance to be given to their missionaries in foreign countries.

Tea will be served in the church parlors at the conclusion of the Circle meeting, by Mrs. John Williams and her committee. The tables will be decorated by Mrs. Frederick Watson. The public is cordially invited.

Zerbes Here Vacationing

Mr. and Mrs. A. L. Zerbe and their young people Madeline, Sue and Buzz are all vacationing at the Racquet Club. Miss Madeline Zerbe's engagement to Howard Philip Malone, son of Mr. and Mrs. Howard E. Malone of Upland has been recently announced. Mr. Malone, who has just completed 18 months of army duty in Korea and Japan and Miss Zerbe, who is a senior at Pomona College, are planning a spring wedding.

Plan Dessert Card Party

Members of the executive board of the Palm Springs Woman's Club, of which Mrs. Boyd Andrews is president, will act as hostesses at a dessert lunch and card party Monday, January 10 at the clubhouse. Dessert will be served at 1 p.m. after which guests may arrange tables to play any card game they wish.

Reservations may be made by calling Mrs. Thomas Holland at 4282.

Welcome in New Year at Desert Inn

A gay and happy gathering of guests welcomed in the New Year at The Desert Inn.

Among the celebrants at the Inn were: Mr. and Mrs. Merrill Crockett; Mr. and Mrs. Merrill Williams; Mr. and Mrs. Ann Bell and Mr. and Mrs. Edward Call of Los Angeles; Mr. and Mrs. Cecil Frankel of Santa Monica; Mrs. Mildred Kelloway in her party Mrs. Helen Elton and Mrs. Amelia Coughlin of San Mateo; Mr. and Mrs. T. Kossin of San Gabriel; Mr. and Mrs. J. H. Cornell of Alhambra.

At a no host tables were: Mildred Mulqueen, Mrs. Charles J. Easkette of San Francisco; Lawrence Grove of Chicago; William Wood from La Habra; Mr. and Mrs. Lawrence Dittus of Westwood; T. Dwight Partee of New York; Mrs. Grace Adams East; Mrs. Vera Adams Clarke and Mrs. Viola Garrison of San Francisco.

Jack Benny Gets Free Dinner as George Burns

George Burns and Gracie Allen took over the China Room at Don the Beachcomber Saturday night for a small dinner. Among their guests were the Jack Bennys and Mr. and Mrs. Ray Goetz.

The Verne Underwoods were hosting a party which included Judge and Mrs. James Garibaldi, the George Wrights and Mrs. E. T. Bachold.

Millie Considine was in Sunday night with John Haskell, and in another party were Gussie Moran and Eddie Hand. At a nearby table were the Barney Hinkles, Lou Manseaus and Harry Von Zells.

Family Luncheon

One of the delightful luncheons of the week at the Racquet Club was that given Sunday by Mr. and Mrs. Jack Kenaston.

Guests included Jack's handsome son Terry who is a student at Harvard Military School, and who was houseguesting with his father; Mrs. Julia Lindsay, mother of Mrs. Kenaston; Dutch Smith, former famed Olympic diver now making his home in La Jolla, who was also a houseguest of the Kenastons as was Mrs. Lindsay; Mrs. Fred Clappett; and Terry's mother and step-father, Mr. and Mrs. Elmer Peterson, who were guests at L'Horizon.

Mr. Peterson is the noted news commentator.

Trailerites Enjoy New Year Smorgasbord

Tenants and guests of Ramon Trailer Park Inc. were entertained at a midnight smorgasbord on New Year's Eve, with Mr. and Mrs. Edwin Werges and his parents as the hosts.

Bill Veith, manager of the Trailer Park, acted as master of ceremonies, and Professor T. J. Kelly led the group singing. In the three-piece orchestra were Norman Dickson, saxophone; Sam Dunlap, banjo; and Mrs. Faith Bell, accordion, with Mrs. Elsie Merritt as pianist.

There were hats, noisemakers, balloons and serpentines, with over 200 enjoying the festivities.

Parking Zone Approved by Council

Request of Tanner Motor Livery for a bus parking one at 1099 North Indian avenue was approved by city council Tuesday evening.

GLASSES LOST
Loss of a pair of glasses Saturday evening was reported to police by Joseph Grami of Los Angeles.

GLASSES FOUND
Finding of a pair of men's tortoise shell-rimmed glasses was reported to police Monday by Al Ex of Los Angeles.

APPROVE DANCE PERMITS
Dance permits for Saddle and Siroloin, Royal Palms and El Mirador hotel were approved by city council Tuesday evening.

The Desert Sun—8c
PALM SPRINGS, CALIFORNIA
Thursday, January 6, 1955

3

Banking MORE DAYS

TO ADD TO OR OPEN YOUR Savings Account

AND EARN FULL INTEREST FROM JAN. 11

CITIZENS NATIONAL TRUST & SAVINGS BANK OF RIVERSIDE (MEMBER F.D.I.C.)

START THE NEW YEAR RIGHT AT... VILLAGE MARKET

ARMOUR'S CHOICE — FARM FRESH — PAN READY

FRYERS 48¢ lb

GRADED—U.S. Choice & Good ROUND STEAK 69¢ lb FANCY EASTERN — Center Rib PORK CHOPS 69¢ lb GRADED—U.S. Choice & Good T-Bone Beef Roasts 45¢ lb	OSCAR MAYER WIENERS 45¢ lb EASTERN SLICED BACON 1-lb. 59¢ Pkg.	GOEBLE'S BEER Six Sontam Cans 78¢ plus tax WE BUY RIGHT WE SELL RIGHT This market is a member of Certified Grocers of Calif., Ltd.—one of the World's Largest Buying Groups.
ALWAYS AVAILABLE A FULL LINE OF MANNING'S QUALITY BEEF GARDEN FRESH PRODUCE CELLO TOMATOES 2 pkgs. 29¢ MEDIUM AVOCADOS 3 FOR 29¢ COACHELLA VALLEY GRAPEFRUIT 6 FOR 29¢ WHITE ROSE POTATOES 10 lbs. 39¢	RED HEART — 1-lb. DOG FOOD 2 FOR 27¢ GLORIETTA — 46-oz. TOMATO JUICE 4 FOR \$1 SUNSHINE — 1-lb. HI HO CRACKERS 32¢ lb LIBBY'S — 1-lb., 1-oz. SLICED PEACHES 19¢	APPLETIME — 1-lb. APPLESAUCE 2 FOR 29¢ GIANT SURF 49¢ TASTEWELL — 1-lb. pkg. MARGARINE 21¢ lb SHURFINE — 3-lbs. Vegetable SHORTENING 79¢ KERN'S — 2-lbs. STRAWBERRY JAM 59¢
PRIDE PRODUCTS COMPANY at the Village Market Perfect Host Coffee 97¢ 1-LB. BAG THERMAL ROASTED FROZEN FOOD OCEAN GARDEN — 5 oz. FRIED SHRIMP 45¢ SIMPLE SIMON — 9 inch FRUIT PIES 59¢ FRIEDA SCHROEDER LAYER CAKES \$1.95	Gerber's Baby Foods STRAINED 2 4½-Oz. Cans 17¢ JUNIOR 2 6½-Oz. Cans 21¢ CARNATION — Instant Non-Fat Dry Milk 33¢ (Makes 3¼ Quarts) TERRY'S — 8-oz. THIN MINTS 39¢ Chocolate covered	Prices Effective Thurs., Fri., Sat., Sun—January 6-7-8-9, 1955 — ALL ADVERTISED ITEMS SUBJECT TO STOCK ON HAND — VILLAGE MARKET 441 So. Palm Canyon Drive Phone 7932 or 9055 HOURS: 9 A.M. to 8 P.M. — SUNDAYS: 9 A.M. to 6 P.M.

Chi-Chi Starlite Room

BILLY FALBO

Return Engagement of this Terrific Comedian

Vivian Lloyd

Beautiful Singer

Sue Scott

Acrobatic Dancer

Dancing to the Music of

BILL ALEXANDER'S BAND

HOME OF DELICIOUS HICKORY BROILED STEAKS

RESERVATIONS Phone 7391 or 5133 — Free Parking at the Door —